

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLIII, No. 13

NEW YORK, DECEMBER 25, 1930

10c A COPY

"WHAT THE EYE DOES NOT ADMIRE,

THE

HEART

DOES NOT DESIRE"

—Proverb

THE OTHER EVENING our host, after losing a grand slam in no trump to his wife, reached over and tousled her hair.

"Any one can see you're good," he said. And there was a look of admiration in his eyes. "They never pack seconds in glass!" was her quick rejoinder, as she picked up the cards. "Where'd you get that one?" he asked. "I read it in a food advertisement of the Glass Container Association of America," she said. . . . It is a good heading. Its running

mates are: "When He's Proud of a Product He Packs It in Glass"—"If It's Packed in Glass You Know It's Good"—"Glass Packed Products Have Nothing to Hide." Arresting headlines, logical text, and striking four-color illustrations are making the Glass Container Association campaign a decided success. Each month more and more women are joining the ranks of the "See what you buyers" because the advertising convinces them foods packed visibly can be trusted for superior quality.



N. W. AYER & SON, INCORPORATED
ADVERTISING HEADQUARTERS

WASHINGTON SQUARE • PHILADELPHIA
New York Boston Chicago San Francisco Detroit London

The "Standard" Method Wins . . . Dealer Co-operation

- ✓ ✓ Your dealers in Agropolis—prosperous agricultural America—know the folks who can buy. They know how they live and what influences most their thinking and their ways of living.
- ✓ ✓ Your country dealers in "Standard" states will tell you, if asked, that "Standard" advertising reaches the most prospects in the trade area; that editorially "Standards" are held in highest regard; that farm readers prefer the "Standard" paper.
- ✓ ✓ You make the most essential and most logical move for dealer co-operation when you place a representative schedule in "Standard" Farm Papers.

THE STANDARD FARM PAPER UNIT

NEW YORK — Wallace C. Richardson, Inc., Eastern Managers
250 Park Avenue

CHICAGO — Standard Farm Papers, Inc., Daily News Building
SAN FRANCISCO — 917 Hearst Building

Eight papers reaching 2,350,000 farm homes



AGROPOLIS—PROSPEROUS AGRICULTURAL AMERICA

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLIII

NEW YORK, DECEMBER 25, 1930

No. 13

Why Advertising Should Be Continuous

How Successful Advertisers Answer the Question: What Is the Real Value of Continued Advertising Effort?

AS business closes its books for 1930 and turns to a new page for 1931, there is a great deal of honest questioning concerning advertising.

One of the big business questions of the first months of next year will be: "What is the real value of continued advertising effort?"

PRINTERS' INK believes that the best answer to that question should come from successful advertisers who have used advertising consistently during periods of boom and periods of depression. Therefore a number of leading advertisers were asked to answer the question stated in the above paragraph.

When these answers were compiled we went into our files to get further expressions of opinion from other leading advertisers who have already stated their views in articles which have been published in PRINTERS' INK and PRINTERS' INK MONTHLY. We believe these sum up concisely some of the reasons why continuity of advertising effort is necessary.

To the jury of our readers we offer the testimony. In these forceful expressions of faith in advertising they should find much to encourage and inspire them as they contemplate their advertising policies for 1931.

J. L. Johnson, president, The Lambert Pharmacal Company—Our opinion of the importance of continuity of advertising effort is shown by the ten-year record of advertising expenditures for Listerine, Listerine Tooth Paste and Listerine Shaving Cream. Con-

tinuously and without a single let-up our expenditure has been increased until today the Lambert Pharmacal Company is one of the largest national advertisers in the country. In 1930 our expenditure was larger than it was in 1929. Another increase is contemplated in 1931 and we confidently expect larger sales.

J. A. Zehntbauer, president, Janitzen Knitting Mills, Inc.—Our experience is thoroughly convincing as to the necessity of advertising continuity. In 1921 we appropriated two and one-half times the previous year's investment and, despite a drastic reduction in prices, volume increased about one-eighth. Also our view has always been that a goodly share of an 80 per cent business increase in 1922 was the result of this same advertising expenditure. As a matter of fact we feel that the full force of our depression year advertising was not fully spent for some time and that the approximate five-fold expansion of our volume from 1920 to 1924 was materially the result of sustained publicity efforts. In increasing our advertising outlay for 1931 we believe that we are sowing the seed of future volume and profits.

Louis W. Wheelock, vice-president, Stephen F. Whitman & Son, Inc.—We believe in advertising all the time. We believe we have come through 1930 with good profits because of twenty years of continuous advertising. We believe we will benefit next year because we have done this year the

largest volume of advertising in the history of our company. We not only carried out all our plans for advertising in national publications and dealer helps but because business was dragging we added ten newspapers in nine cities for large display advertising before Christmas. Advertising just now is an expression of confidence in one's product and the future of America.

Stuart Peabody, general advertising manager, The Borden Company—We believe that continuity is the very essence of advertising and that those companies which do not keep their schedules going, if at all possible, during the periods when other advertisers are slacking off, miss one of advertising's greatest opportunities. Borden 1931 appropriations in general are equal to or greater than those of 1930.

C. R. Palmer, president, Cluett, Peabody & Company, Inc.—Continuity in advertising is one sure way to get results. Arrow advertising has been continuous for nearly thirty years and our appropriation for 1931 is larger than for 1930. In my opinion the sure way to make national advertising count is to see that it is continuous.

W. A. Sheaffer, president, W. A. Sheaffer Pen Company—Our advertising for the year 1930 has been the largest in our history. We believe in continuous and constructive advertising at all times and believe it is a great contributing factor in keeping business on an even keel.

Chas. A. Cannon, president, Cannon Mills, Inc.—Cannon Mills started advertising to the trade in 1921 when a policy of selling Cannon merchandise under its own trade-mark was adopted.

After three years consistent advertising to the trade a consumer campaign was inaugurated. Since that time consistent advertising both to the trade and to the consumer has been a policy of Cannon Mills. The success of this policy has been well demonstrated by the returns from questionnaires and by actual sales tests in department stores. These tests have shown that the Cannon trade-mark has a ready acceptance.

W. W. Wachtel, manager of general sales department, Loose-Wiles Biscuit Company—Advertising in the Sunshine Biscuit program is part and parcel of the merchandising plan. We could no more cease to advertise than we could cease to sell. A break in the continuity of our story would be equivalent to a break in the continuity of our calls on the trade.

Both advertising and selling divisions are organized into a homogenous department; they function collectively and simultaneously, as would the right and left hand in swinging a pickaxe or a golf club.

Our advertising for 1931 will continue at about the same rate as for 1930, but every effort will be made, through the use of ideas, to squeeze an additional ounce of efficiency out of each sales and advertising dollar. There is waste in advertising as there is waste in selling and a reduction of waste should make our combined merchandising effort more productive.

A. Atwater Kent, president, Atwater Kent Manufacturing Company—One of the essential principles of advertising is continuity. Money spent for advertising without consideration of this principle may well be wasted. Advertising should follow a given theme and should be continuous. The pursuit of such a policy is bound to be effective.

Lewis H. Brown, president, Johns-Manville Corporation—We have been consistent advertisers for sixty years without a stop, regardless of fluctuations in business conditions. Our first advertising appeared in 1872 and it included a testimonial on our roofing from Horace Greeley.

We have advertised, and we have used what other people and other businesses have had to say over this sixty-year period, in a way that testifies to the performance of our products. We do not have to be asked about the effectiveness of continuity in advertising. Our record speaks for itself.

Lee H. Bristol, vice-president, Bristol-Myers Company, Inc.—Sincerely believe continuity of advertising effort second only in importance to substance and charac-

48% gain

The advertising in the February, 1931, *monthly* Christian Herald (on sale January 17th) exceeds by more than 48% the volume of advertising in the 4 weekly issues of January, 1930.

CHRISTIAN HERALD *Monthly*

GRAHAM PATTERSON	-	-	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

ter of campaign. Those who have faith in business recovery should bear this strongly in mind in considering new schedules for the coming year.

D. D. Davis, vice-president and treasurer, General Mills, Inc.—Advertising, like production and distribution, must be continuous in order to develop maximum effectiveness. For a manufacturer selling a branded product of general consumption, where consumer good-will and consumer acceptance and demand for this product are major considerations in his successful merchandising program, any considerable lapse or considerable weakening in the consumer advertising program will probably prove expensive in the long run.

It is our belief that such a company should consider the continuation of its advertising effort in the same category as the upkeep of its plants and production mechanism, as the maintenance of proper consumer relationships which have been built over a considerable period at considerable expense is quite as important to the future successful progress of the business as the maintenance of production and physical distribution.

E. E. Shumaker, president, RCA-Victor Company, Inc.—The public must not be allowed to forget the name of a product or the name of the manufacturer. We have always believed in continuous advertising effort.

L. B. Jones, vice-president, Eastman Kodak Company—After all, it is what people do, not what they say that counts. In forty years Kodak has never let up in continuity effort or volume.

Arthur C. Dorrance, president, Campbell Soup Company—Continuity of effort is, in our opinion, an important and almost essential element in the achievement of advertising success.

A. W. Wrieden, treasurer and advertising manager, Holland Furnace Company—We made no attempt this year to curtail our advertising expenditures, and I believe a large part of our favorable showing in sales is due to the uninterrupted advertising which we carried on and the good moral

effect it had on our sales organization.

While some companies were forced to cancel some of their advertising contracts during 1930, I believe that the money saved this year will have to be spent in the form of additional appropriations next year, or whenever their advertising is resumed, in order to carry through a successful advertising and sales program next year.

For a nationally advertised product to eliminate advertising expense during a given period usually means an extra large appropriation after the advertising is resumed, in order to again receive the good-will and acceptance of the consumer.

Bernard Lichtenberg, vice-president, Alexander Hamilton Institute—Years ago Professor George Burton Hotchkiss made a lengthy study of the question of advertising continuity and reported his findings in a book on the measurements of advertising effects. He found that advertisers who were consistent, prospered; whereas advertisers who vacillated fell behind. Has anyone disproved his findings? Let's try the question on production. Should production be continuous? Try the question on accounting, selling, eating, living. It would seem that the answer depends on what is to be accomplished.

J. B. Williams Company—We believe that a company's advertising should be absolutely continuous and that the volume of the advertising should be as even as the products and the condition of the market will justify.

Coty, Inc.—Authorized to state to you Coty's views on the necessity for continuous advertising, I take pleasure in informing you that our client is a staunch believer in continued and continuous advertising. All Coty advertising, no matter what the form or the medium, is pointed to the future and the unprecedented expansion of Coty advertising during the current year is firmly believed by both Coty and ourselves to have insured Coty leadership for the next few years. It is simply a matter of dollars and cents—it costs too much

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KNEE-DEEP IN CHRISTMAS



HERE he is, with a Christmas dinner under his belt. Buried to the knees in his presents. And buried to the eyebrows in the pages of his favorite magazine—one of the first presents to go on his preferred list—**THE AMERICAN BOY**.

He's an important fellow around the house at all times, but at Christmas he takes on extra importance. Helps Dad find out what Mother wants, and helps to buy it... finds himself commissioned by Sister to pick out and purchase a suitable present for Dad... and so on.

All through the year he's been a potent factor in deciding family purchases. Often his influence is so subtle, and so diplomatic, that

his folks aren't really conscious of the pressure. But when Christmas rolls around, they seek him out; ask his advice.

If it is obvious that this youngster can do a selling job for you—that it pays to have him on your side—it is equally obvious that it pays to deliver your message to him in a straight line, in the columns of the one magazine he calls his own. Over 700,000 like him read **THE AMERICAN BOY** every month. 85% are of high-school age or older. Forms for the March issue close January 10th.

The YOUTH'S COMPANION
combined with
The American Boy Founded 1827
Detroit Michigan

to come back once you have dropped it.—W. B. Neuberg, president, Percival K. Frowert Company, Inc.

O. B. Chapelle, publicity manager, Premier Vacuum Cleaner Company—How any concern with vision will permit its name to drop from the public eye simply because, for a period of a year or so, boom conditions do not prevail, is more than we can understand. If others choose to slip down the ladder during the lean months the decision is theirs, but our policy at all times is to maintain our position.

J. L. Grimes, advertising manager, The Wheeling Steel Corporation—If advertising as a business tool is only to be used where business has earned a substantial surplus over expense, advertising is on shaky legs. If we consider advertising in its proper relation to distribution of products we cannot justify the conclusion that its functions be limited to periods of prosperity. Too much depends upon public favor and distributor co-operation which are the results of advertising and are essential to business growth. When the profit flow becomes a little more than a dribble we'd better look for a new basis for budgets.

C. A. Brock, advertising manager, Keystone Steel & Wire Company—Conditions in 1930 limit sales rather than the amount of advertising carried this year. Sales for this year are probably just as much influenced by the advertising done back in 1928 and 1929; in fact, more so than they are by immediate expenditure. If this is a fair position to take, the money that is spent this year will be most productive in 1931 and 1932, at which time, when we hope business is much better than now, we will appreciate having the influence of past expenditures back of the business.

Felix Lowy, vice-president, Colgate-Palmolive-Peet Company—No organization can grow so large and no article of merchandise can become so firmly entrenched as to justify a niggardly advertising policy.

H. H. Franklin, president, Franklin Automobile Company—We

picked the product's outstanding qualities and we told the public steadily, consistently, and in larger space each year, about these qualities. Our advertising program grew with the business, and each year we appropriated a definite percentage of gross sales for our advertising, based this apportionment not on the last year's business but on estimated sales for the year during which the advertising would appear. This plan has proved eminently sound and is in operation today.

Milton Dammann, president, American Safety Razor Corporation—When the depression fastened its grip upon the world's business we doubled our efforts to perfect our merchandise and to impress this fact upon our buying public. We did not stint our advertising outlay, but examined with a critical eye where we placed our copy. We wanted to be sure to spend our money in the right direction and that there would be no waste.

Eversley Childs, president, The Bon Ami Company—Stated briefly, we attribute the record made so far this year (1930) by the Bon Ami Company to certain economies in factory and general operations, to the sizable increase in our advertising appropriation and to increased sales effort.

A. G. Bixler, vice-president, National Biscuit Company—We continuously bring out new items and drop old ones; we improve our package whenever an improvement is reasonably possible; we open new branches where opportunity invites them; we build new plants wherever they will improve our service and our earnings. We advertise steadily and generously. When money is scarce we work harder for our share of it. But we try not to forget that the rules of good business are fundamentally the same in the lean years as well as in the years of plenty.

Richard C. Harrison, president, White Rock Mineral Springs Company—It may interest you to know that with the approach of slack times we decided that White Rock products had become so thoroughly

(Continued on page 103)

How are conditions in Des Moines and Iowa?



A recent check up shows Des Moines manufacturers, jobbers, insurance offices and retail stores are employing practically the same number of workers as a year ago.

No industry is closed down. Retail trade is active. Gasoline sales are up.

Large scale pipe line construction is well under way in Iowa. Contracts have been let for continuation of Iowa's extensive paved highway program in 1931.

Circulation of Iowa's largest newspapers, The Des Moines Register and Tribune, has steadily grown through this year—now over 245,000 daily, and 205,000 Sunday.

*The Des Moines
Register and Tribune*

Christmas Comes But Once a Year

But Does It Still Occur in December, or Has It Moved Forward into January?

By Weston Hill

Copy Director, Dyer-Enzinger Co., Inc. (Advertising Agency)

"THAT'S strange," said my severest critic, as she laid aside the next January's magazine she had been reading.

"Lot's of things are strange," I said to her. "To what, specifically, do you refer?"

I didn't really talk like that. But this is an article for PRINTERS' INK.

"Why, this magazine. I bought it yesterday, the eighth of December."

"Yes?" I encouraged.

"And it only has three Christmas advertisements in it."

"Yes," I said, "but it's the January issue."

"Well, but it comes out December eighth."

"Yes, but it happens to be the January issue."

"I don't see what difference that makes if it comes out December eighth."

"Well, you just aren't in the advertising business, that's all. You don't understand."

* * *

I won all right. But I wonder—I suppose that pre-dating is being viewed with alarm by publishing organizations, and is decried as a menace whenever two or three circulation managers are gathered together. At least I hope it is. I have seen issues of national publications on the stands the thirteenth of the second month preceding publication month. Several national weeklies are a week or so ahead of themselves. In fact, hardly a magazine is now alive that has not taken at least a light dose of the pre-date remedy of forcing circulation.

Since I am not in the publishing business, I am neither qualified nor inclined to take up the banner against pre-dating on behalf of the publisher. But since I do happen to be in the advertising business, I feel fairly well qualified to suggest, not a remedy for pre-dating, but

a manner in which pre-dating can be combated and turned to account by some of us copywriters. Just as many space buyers buy national magazine January space in the belief that January issues actually will be published in January, many copy writers, observing that their schedule sheets call for a January ad, and noting that Christmas copy ran in December issues, write January copy for January reading. But the fact that December issues appeared on the stands and in the mails about the first week in November, three or four weeks before your wife or my wife started thinking about Christmas shopping, is a factor for copy writers and space buyers to reckon with. For instance, take the January issue my wife had. It ran to 166 pages, claimed a million and a half circulation and lineaged something like this:

Black and white spreads.....	1
Pages of segregated school advertising	10
Black and white full pages.....	13
Full color pages (inc. 2nd and 3rd cover)	7
Double pages (that is, facing pages) containing 1 column of advertising to five columns of reading	22
Double pages (that is, facing pages) containing 2 columns of advertising to 4 columns of reading	6

In other words, some crafty national advertiser, with a crafty agency and a full-color spread of Christmas copy, could have dominated that issue of that magazine and its million-and-a-half readers—just at a time, mind you, when Christmas buying had reached fever heat and late shoppers were frantically scanning magazine advertising for ideas.

Two of the color pages in this issue were devoted to Christmas copy. One of these advertisers was a cosmetic house, the other a candy manufacturer. The third Christmas advertisement was the

Thorough Trading Area Coverage Through One Newspaper!

Sell Milwaukee Most Profitably

IN Greater Milwaukee, The Journal reaches more than four out of every five families. Few advertisers can afford to pay nearly 100% additional for advertising space directed to the remaining Milwaukee families which are not reached regularly by The Journal.

As a result, more than four hundred national accounts use The Journal *exclusively* in Milwaukee. This policy enables advertisers to use more impressive space—eliminates wasteful duplication and builds maximum sales in the Milwaukee-Wisconsin market at the minimum cost per sales unit.

Concentrate in The Journal to sell this market thoroughly and economically!

THE MILWAUKEE JOURNAL

W FIRST BY MERIT W

H. J. GRANT, Publisher

Read by More than Four out of Five Milwaukee Families!

double spread; but it was black-and-white. In spite of this, it contained the only copy that made intelligent use of the last-minute appeal—appropriately so, I am reliably informed, for it was an advertisement of a perfume house, and a gift of perfume, I am given to understand, is the last subterfuge of a distracted and weak-minded male shopper. The chap who wrote that perfume copy evidently knew his market.

Now that I have tipped everybody off to this, I suppose that next year's January issues will be so full of holly and Santa Clauses and happy housewives raptly carressing their new General Electrics and Hoovers that Christmas, 1932, will have to move back into December.

Rit and Kolax Accounts to Aubrey & Moore

The Rit Products Corporation, Chicago, manufacturer of Instant Rit and White Rit, has appointed Aubrey & Moore, Inc., advertising agency of that city, to direct its advertising account. A campaign in newspapers and magazines is planned.

The Kolax Division of the Rit corporation, marketing Kolax shaving cream, has also placed its advertising account with Aubrey & Moore.

E. C. Sullivan Appointed by New York "Mirror"

E. C. Sullivan, formerly national advertising manager of the *Wisconsin News*, Milwaukee, has been appointed Western manager of the New York *Daily Mirror*, with headquarters at Chicago.

J. E. Mulvey, formerly with the Kotex Company, has joined the *Daily Mirror's* Western staff.

W. R. Ewald, Vice-President, D. L. Ward Company

W. R. Ewald, for eleven years with the Campbell-Ewald Company, Detroit advertising agency, has been appointed vice-president in charge of sales promotion and advertising of the D. L. Ward Company, Philadelphia, paper distributor. With the Campbell-Ewald agency, Mr. Ewald held the position of director of the field service department.

Johns-Manville to J. Walter Thompson

The Johns-Manville Corporation, New York, has appointed the J. Walter Thompson Company, Inc., to direct its advertising account.

F. G. Hubbard to Join Fuller & Smith & Ross

Effective January 1, Frank G. Hubbard, a vice-president of Batten, Barton, Durstine & Osborn, Inc., will join Fuller & Smith & Ross, advertising agency of New York, Cleveland and San Francisco, as vice-president and director.

Mr. Hubbard has been in advertising agency work for twenty-two years. He joined Barton, Durstine & Osborn when it was organized in 1919, continuing up until the present with that agency, which was consolidated with George Batten Company two years ago. Previously he had been with the South Norwalk, Conn., *Sentinel*, the Cheltenham Advertising Agency and the Gagnier Stereotype Foundry Company.

Fuller & Smith & Ross was recently formed by consolidation of Fuller & Smith, Cleveland, and the F. J. Ross Company of New York and San Francisco.

I. Jaffe Made President of S. S. Koppe & Company

I. Jaffe has been elected president of S. S. Koppe & Company, Inc., New York, international publishers' representatives. Mr. Jaffe is a brother-in-law of the late Sydney S. Koppe, founder of the business, and for the last two years has served as secretary and treasurer of the company. W. W. Davies continues in his capacity as vice-president and J. E. Colonna as sales manager.

O-Cedar Account to Dunham, Younggreen, Lesan

The O-Cedar Corporation, Chicago, manufacturer of O-Cedar household mops, furniture polish, automobile polish and O-Cedar Spray, has placed its advertising account with The Dunham, Younggreen, Lesan Company, advertising agency of that city. Magazines, newspapers, business publications and radio advertising will be used.

Val A. Schmitz with Stanco

Val A. Schmitz, account executive of McCann-Erickson, Inc., New York, will join the executive staff of Stanco, Incorporated, New York, Flit, Nujol and Daggett & Ramsdell toilet requisites, on January 1. He has been with The H. K. McCann Company and its successor, McCann-Erickson, Inc., four years, serving the Stanco account. Previously he was with the Liberty Yeast Corporation.

Lubrite Refining Appoints B. B. D. & O.

The advertising account of the Lubrite Oil Refining Corporation, St. Louis, which markets gasoline and oil in the Middle West and which is affiliated with the Vacuum Oil Company, has been placed with Batten, Barton, Durstine & Osborn, Inc.



Another Change in the Indianapolis Skyline

In a block-long setting on one of Indianapolis's principal boulevards, the American Central Life Insurance Company's beautiful new home office building is nearing completion. This structure is an addition of consequence to a city already noteworthy for its many fine examples of sculptural and architectural art. But more important, it is an unreserved expression of faith in the present and future potentialities of the community.

By every measure, the community justifies that faith. In the last decade, Marion County (Indianapolis) population has increased 21.4 per cent. A great market grown substantially greater. A profitable market, because the *complete* advertising job can be done at *one* cost, in *one* newspaper, The News. General sales programs designed for greatest profit in 1931, will include Indianapolis as a "must" market.



The
INDIANAPOLIS NEWS
sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

THE "HOME TOWN" MIDWEST'S GREATEST MARKET

In every part of the forty-mile area in which 95% of its circulation is concentrated The Chicago Daily News is a dominant source of news supply to its readers . . . and a dominant source of the buying information supplied by advertising.

In this area its local news is news of undiminished interest, its local advertising a guide to intelligent shopping in the stores where its readers buy. Nowhere is it rated an out-of-town newspaper . . . for the residents of Chicago's 40-mile zone are first of all Chicagoans, intimately concerned with Chicago

ADVERTISING REPRESENTATIVES

CHICAGO	NEW YORK	DETROIT
Home Office	John B. Woodward, Inc.	Joseph R. Soslars
Daily News Plaza	110 E. 42d St.	3-241 General Motors Bldg.
Tel. Dearborn 1111	Tel. Ashland 4-2770	Tel. Empire 7818

SAN FRANCISCO	ATLANTA
C. Geo. Krogness	A. D. Grant
303 Crocker 1st Nat'l Bank Bldg.	711-712 Glenn Bldg.
Tel. Douglas 7892	Tel. Walnut 8902

Member of the 100,000 Group of American Cities

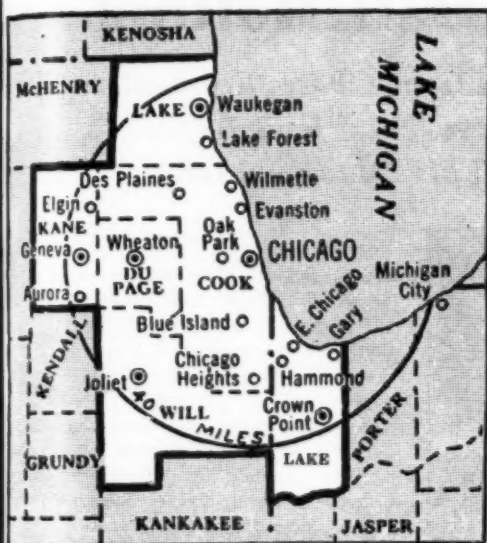
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CHICAGO AND ITS RETAIL TRADING AREA

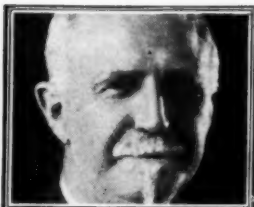
business and social life, regular patrons of its stores, regular readers of its merchants' advertising. They want and need Chicago's local news, its local merchandise information. Because of this interest in the complete news and advertising content of The Daily News the manufacturer's advertising in The Daily News gains maximum attention and response . . . throughout its circulation territory . . . yielding him the returns that have built the advertising leadership of The Daily News.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

Advertising Can Start The Ball Rolling

*Babson, Mazur, Chase, Economists
of Divergent Views Agree
on This Fundamental*



ROGER W. BABSON



PAUL M. MAZUR



STUART P. CHASE

Recently published interviews of Roger Babson, Paul Mazur and Stuart P. Chase, while differing widely in many other respects, agree that advertising can be made to break the business jam. As 1931 approaches it is becoming more evident that those companies that kept the white light of advertising on their products in 1930 did the best job of maintaining earnings. Detroit looks forward to 1931 with considerable optimism. Used car inventories, the crux of the automobile situation, have not been so low in years. A huge back log of postponed automobile buying has been accumulated. If history repeats itself, 1931 should be a favorable year for Detroit and its trading area. Remember that Detroit is America's fourth market—a market well worth concentrating on. Focus your advertising on this market during 1931 and it will pay you.

The Detroit News by actual survey reaches 91% of the financially able homes.

The Detroit News

New York Office

THE HOME NEWSPAPER

Chicago Office

I. A. KLEIN, INC.

J. E. LUTZ

Member 100,000 Group of American Cities

Has Copy Improved in the Last Twenty Years?

An Analysis of What the Up-to-date Advertiser Was Saying in 1910

By Norman Lewis

Vice-President, Chappelow Advertising Co.

"**E**VERYTHING pertaining to the technique of an advertisement has improved in the last fifteen or twenty years, except copy. We have far better artwork, far better typography, vastly improved engraving methods, and we are using much more adequate space in which to portray our message. But the wording of the advertisement—the bare reading matter—*isn't* a bit better than it was way back before the World War."

The gentleman speaking was a very prominent agency executive—who wrote resultful copy in 1910 and is writing it today. I didn't argue with him—my advertising days don't go back quite far enough. But I recalled some musty old copies of *The Saturday Evening Post*, dated 1910, which I have been saving, for no good reason at all, in a corner of the attic. And I thought that an evening spent in browsing through these twenty-year-old magazines would undoubtedly show me the degree of accuracy of my friend's statement.

Let's turn the pages of a single issue: it won't take long, there are but fifty-eight of them. Of course, the only color in the entire issue is on the cover pages. That *does* make a difference.

The first inside page is devoted to Holeproof Hosiery. It is far from beautiful. But there are several paragraphs in the copy that certainly are well written and con-

vincing. Remember, 1910 was the heyday of reason-why copy. Now then, wouldn't this sell you hosiery?

We spend to make "Holeproof" four times what it costs to produce common hose.

**The Original, Time-Tried and Reliable Straight Side
Automobile Tire**



The Goodyear Tire & Rubber Co. ^{DUNLOP} ^{SUMMIT} Smeca Street, Akron, Ohio
Wholesale and Retail in All Principal Cities

How Automobile Tires Were Advertised Twenty Years Ago—Reason-Why Copy Was in Its Heyday

Our yarn—silky—soft and pliable—costs us an average of 70¢ per lb. It is made from Egyptian and Sea Island Cotton. We could buy other yarns at a saving of 30¢ per lb.

But the hose would be bulky, heavy and hot, while "Holeproof" are trim looking, light-weight and cool.

There are thirty-two years of hose-making experience knit into each pair of Holproof Hose.

The next page is a Van Camp's

Pork and Beans advertisement. Again, the physical appearance is crude. But listen to this simple, straightforward, interesting talk about beans:

In our famous kitchens are many good cooks. They are sorting and soaking—boiling and baking—beans for a million homes.

They skim the steaming kettles, face the fierce ovens, watch the whole process for hours.

As a result, when you want to serve beans, you can take them from the pantry shelf.

And those beans are the best that were ever baked—in the old times or the new. They command a larger sale than all rival brands combined.

Home-baked beans cannot compare with them, because every home lacks the facilities.

Van Camp's are baked by live steam. Thus they are baked until they are mealy without breaking the skins. Think of that.

They come out nut-like and whole—not mushy and broken. And all are baked alike. The tomato sauce—like the pork—is baked with the beans, to permeate them with its zest.

These beans are sealed up and then sterilized. Thus their savor and freshness remains unchanged until you open the can.

But the great fact is that Van Camp's digest easily, and other beans don't, as you know. Home-baked beans ferment and form gas. Many a stomach can't digest them at all.

We apply a terrific heat by using super-heated steam. Thus we make them more digestible than if you baked them all night in a home oven.

Seems to me that copy would sell a lot more beans than some of the "glittering generality" kind of bean copy I've seen in the last year.

I see a Campbell's Tomato

Soup advertisement, occupying but a quarter-page. It is unfamiliar as well as unattractive. The illustration is far too skimpy for that long, full-column layout, and besides, it doesn't relate to the reading matter at all. Here's one advertiser who has certainly improved his copy.

The Electric Hose & Rubber Company has a half-page advertisement on its garden hose. The stiff and amateurish illustration is of a man and woman, the former holding up a length of hose. The headline is simply the word "Electric." There is an irrelevant floral border of conventional design which encloses the entire advertisement (though maybe the flowers are to suggest spring, this being a May issue of the *Post*).

Nothing good about the advertisement so far. But these several paragraphs of the copy, aren't they gems?

It will not crack, split, kink or burst.

Electric Hose is made by vulcanizing tubes of pure rubber and jackets of braided

seine twine into a solid, unified fabric—not by the ordinary methods of wrapping or "lapwelding" strips of rubber and strips of canvas. Tremendous difference.

There is no other hose like Electric—can be no other. It is protected by United States patent laws.

Before it leaves the factory every foot of Electric Hose is tested by a pressure from ten to fifteen times as great as the highest hydrant pressure, which frequently bursts ordinary hose.

Electric Hose costs but little more than other kinds—lasts three times as long.

Here's a little International Cor-



"ELECTRIC"

Garden Hose represents the economy of durable, dependable materials; superior construction; old-fashioned regard for perfect workmanship.

It will not crack, split, kink or burst.

Electric Hose is made by vulcanizing tubes of pure rubber and jackets of braided seine twine into a solid, unified fabric—not by the ordinary methods of wrapping or "lapwelding" strips of rubber and strips of canvas. Tremendous difference.

There is no other hose like Electric—can be no other. It is protected by United States patent laws.

Before it leaves the factory every foot of Electric Hose is tested by a pressure from ten to fifteen times as great as the highest hydrant pressure, which frequently bursts ordinary hose.

Electric Hose costs but little more than other kinds—lasts three times as long.

Electric is the hose you should have on your place.

Electric Hose & Rubber Co.
Wilmington, Del.

Send for our "Crack and Leak" Certificate—a booklet of good color to every hose owner. It is free. Address: Dept. 44

Headlines Were Not Popular with Advertisers in 1910

responsedence Schools advertisement that doesn't look much different from those running today. A bright-appearing chap is about to enter a door labeled "General Manager." Underneath is the headline, "Promoted."

Across the column is a Columbia Phonograph Record advertisement. Let's give it just one peep and see what the popular tunes were in 1910. "Cubanola Glide," "By the Light of the Silvery Moon," "That Mesmerizing Mendelssohn Tune." Remember them?

A Herbert Shivers cigar advertisement. The only illustration is a life-sized cigar. Packed full of small-type copy, just the same as today. It must have pulled, from the start, or Shivers wouldn't have kept on running it.

A Williams' Shaving Stick looks odd portrayed in a little one-eighth page advertisement. The layout is just plain poor, and the copy isn't much better. There is no headline. There is none on most of the advertisements in this issue. Wonder why they didn't realize, in those days, the tremendous value of an eye-catching headline? There's *one* place where copy technique has improved vastly.

Anti-Substitution Copy

W. K. Kellogg has a quarter-page on page 41, in addition to the back cover. Neither one is much of an advertisement. The former is headed "W. K. Kellogg's Corner," and reads:

As a last resort a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When they are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own package only.

Few advertisers today would be thoughtless enough to rub the fur that way.

Ah, a testimonial advertisement. The first one and one of the very few in the entire issue. It's

headed, "Shackleton Used New-Skin." And this paragraph is a gem:

My heels burst. For some time my socks were caked with blood at the end of every day's march. Finally, Marshall put some "New-Skin" on—and that stuck on well until the cracks had healed.

Some advertisements which have long since disappeared: Walker's Grape Juice, Porosknit Underwear, Richmond Suction Cleaner, Wick Fancy Hat Bands (ah, weren't they the rage in dear old high school days?). Where are the national advertisers of yesteryear? Here's a full page boosting the city of El Reno, Okla. Nowhere in the lengthy copy can I find the 1910 population, although their slogan says, "Watch Us Grow to 100,000!" (The latest census figures give El Reno a population of one-tenth that total.)

Well, here we are at the back cover already. It's that advertisement on Kellogg's Toasted Corn Flakes I mentioned. The cartoon style of illustration shows a man playing a bass viol, with a small boy, a dog and a cat all singing. The copy reads, "The Song of the Imitators—'We're just as good as Kellogg's.'" Not so hot, eh?

Was my friend the old-time agency man right? Yes and no, I would say. There is plenty of inane, lifeless copy appearing in high-priced space today. But, since 1910 we have learned the art of writing good headlines, we have learned much about "appetite" appeals and the pulling power of a good recipe; we have advanced far in the development of educational and new-use copy; we have proved the inquiry-producing and copy-testing value of a "free sample" offer. The art of narrative copy has come into its own: "human interest" really means something; and testimonials (the legitimate kind), have assayed pure gold.

It is true that many an advertisement today would be improved by injecting into it interesting reason-why appeals of the convincing kind I have quoted. Yet here's an advertisement appearing in current women's magazines,

which has scarcely a solid "fact" in it; still, up to date, close to 10,000 women have written letters in response to it. The advertisement is on Johnson & Johnson's talcum powder. The illustration is an actual photograph of a perfectly adorable baby, sitting on top of a bed, talking to his toy rooster. The copy:

What's that you're telling me,
Mr. Rooster . . . you honestly

never heard of this powder? . . .
my goodness . . . the whole
Nursery's talking about it! . . .
It's softer and finer than any we
ever used before . . . and it
certainly has made a big change in
me! Remember how chafed and
cross I used to be? . . . well,
now I'm much better, thank you!
Yourself. . . . You really should try it

I'll let this single advertisement
go to the lists as champion for the
copy writer of 1930.



This Advertising Agency Runs a Filling Station

TO the list of advertising agencies that operate other businesses solely as experimental stations—the list includes an agency that has operated an automobile showroom—may now be added Tracy-Locke-Dawson, Inc., which has opened a gasoline filling station.

The agency handles Conoco advertising for the Continental Oil Company. With the object of obtaining first-hand facts about service-station operation and its relation to public acceptance of Conoco products, it secured permission from the Continental company to open and operate a filling station.

It is intended to experiment lib-

erally in the station's operation. And so that these experiments shall be conducted with true scientific impartiality and accuracy, the station will function without benefit of any special privileges.

Among the interesting accomplishments already reported is the success of the experimental station in selling a higher-priced product. In the great majority of Conoco stations, sales of Conoco Ethyl gasoline average one-third the total gallonage. This field testing laboratory determined to increase this percentage. Within thirty days, it had reached the point where it disposed of more Conoco Ethyl than regular Conoco gasoline.

Foresight . . . and forecasts

Use the first in making the second . . . then back it up with the most aggressive and intelligent selling effort for 1931. All of which may be trite, but is none the less true.

And in forecasting your own New York sales and planning your program to build them, use the valuable information and counsel the Boone Man offers you.

The Boone Man will be glad to outline in detail just how he can help in gaining adequate distribution and dealer cooperation . . . and will probably have a worthwhile idea or two about how to reach your own New York sales quota for 1931. Call him in.

New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION
NEW YORK, International Magazine Building . . . ROCHESTER, Temple Building
CHICAGO, Hearst Bldg. . . PHILADELPHIA, Fidelity Philadelphia Trust Bldg.
DETROIT, General Motors Building . . . BOSTON, 5 Winthrop Square
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

SANTA CLAUS



Twelve months ago we said "there is a Santa Claus." We said that you were his representatives in your business, and looking ahead, it seems that that is still the case.

In that role you are going to be called on to think carefully—plan carefully—and act carefully, to husband profits in the coming year.

1929 may not have empha-

NEWSPAPER ADVERTISING AS

sized these points, but 1930 has, and stressing them now is less necessary. They are set down because it is well to understand that the Boone Man realizes them. He wants to help, and more important, he is qualified to help whenever your thinking, planning, or acting touches on any of his numerous great markets.



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Boston Advertiser
Albany Times-American
Rochester American

Evening

Sunday

Omaha Bee-News

Chicago American
Detroit Times
Baltimore News
Washington Times
Omaha Bee-News

Detroit Times
Baltimore American
Syracuse American

BASED ON SERVICE

**Habits, hunches,
guesswork, hearsay,
speculation
and what have you
must be elbowed
aside in 1931.**

**The Emerson B. Knight
consumer study
of Detroit
sponsored by
The Detroit Times
supplies
tested facts.**

Ask the Boone Man.

"THE TREND IS TO THE TIMES"

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Advertising and—The 1896 Banker —The 1931 Banker

By Howard W. Dickinson

1896

BANK PRESIDENT JONES: I am forced to say, Mr. Brooke, that I think your idea is unsound. You are making a washing machine, a domestic utility. It seems to me that you are doing well considering the fact that such an extremely limited number of people can afford or will even want such a thing.

Because you have succeeded beyond expectations so far is no reason why you should believe that your market can be extended very much. People change their habits very slowly. The law of supply and demand still operates even though some people think they can ignore it or alter it by advertising.

As a banker and a director in your firm, I must advise against your appropriating such a sum of money as \$50,000 for general advertising. Of course, you have control of the business and the power to do it. Of course, I must lend the money as you have abundant collateral and credit.

But I deplore the idea, Mr. Brooke, I deplore it. I fear you will run a safe, conservative business into speculative ruin if you do.

The success of bicycle advertising, Mr. Brooke? Ah, there you win my point for me. A fad, not a solid utility. Annual style change. An inflated, unwholesome industry. Some of its people seem to be succeeding temporarily, but remember what is happening to the Sprocket Bicycle right now. Three hundred thousand dollars profits last year. They decided to plunge and put all those profits into advertising this year. This year they are doing less volume than last and the large profits of 1895 are practically wiped out already.

Get this, Mr. Brooke. In another year their own advertising will have driven them out of business.

I greatly fear this modern tendency to advertise everything. Let the patent medicine men advertise their nostrums. That is about the plane where advertising belongs. I approve of the agency idea, men to talk to users about our washing machines, but I believe they can never be sold by advertising. Too vague, can't see any signs that the \$20,000 you spent last year has worked efficiently.

You say, "The business is large!" Yes, but isn't it a natural growth, the result of good salesmen, good management? Fifty thousand dollars is a lot of money, Mr. Brooke. Make it \$25,000 this year, and I will approve.

Not that I really believe in it, but I am progressive and believe in experimenting, even though \$25,000 more in dividends would be very acceptable to our stockholders. Do more than that and I fear that you may endanger the present very happy feeling of your stockholders.

1910

BANK PRESIDENT SMITH: Yes, Mr. Graves, I am decidedly in favor of an increase in your advertising. I notice it in the leading magazines; it inspires confidence. The public knows about you. Your product seems to be preferred because it is so well known.

Let's see, you spent \$100,000 last year and your business increased \$400,000 gross. Now you're doing over \$1,500,000. Very good indeed. Obviously a wise investment. I am beginning to be a thorough believer in advertising. I see it winning out most everywhere. I even act upon it myself. Bought a boat motor from an advertisement. Feared I'd be stung, but am well pleased. I always find the advertising pages very interesting.

I shall be glad to help finance

your advertising. I favor an increase. I believe it would be safe to increase it by 15 or 20 per cent. If we find that the large volume of increase fails to continue—

Mr. Graves, you astonish me! Double your appropriation! Play for \$750,000 increase! You're getting into the regions of paper finance. Dangerous ground. What about dividends? Why not play it safe and do it in two years?

Competition? Doesn't look as though competition was very dangerous when you closed your year with \$400,000 increase. I'll go a long way with you, but a year or two without dividends wouldn't help, I fear. Vision? Leadership? Fine words, Mr. Graves, but who deals in them so glibly as the people who have advertising space to sell?

Build your market up, yes, but consolidate it. Remember that if you advertise too much you will invite stronger competition. Then you may wish your kind of cleansing fluid were not so well known. There's profit from being conspicuous in trade, there's danger from being too conspicuous. Use your advertising carefully.

Don't trust the public too much. Public preferences are fickle. Let us make what we can while we can.

Make the business very profitable. Then it may pay to dispose of it while everything looks rosy.

Still there is strength in your position. Make it \$150,000 and I'm with you. I'll go further. If after six months a steady increase is kept up in proportion to the increased advertising, then I'll agree to plunge on the other \$50,000 extra in the last six months.

Agreed? Fine. I suppose all advertising agents know their business. They seem to be a snappy lot of men. A rather brilliant young relative of mine is in a good house; would you mind talking with him? Thank you. I don't want to ask any special favor, you know.

Didn't you tell me about a block of stock which I can get on pretty reasonable terms? Wonder if I can get an option on that?

1931

COLONEL JENNISON: Bob, here's "Sugar Core," of Wapping, Ill. You'd better take it on. A little weak in sales, overloaded with stuffed-shirt executives, but very good. My bank will take a fifth. Jasper, here, my look-out man, says Sugar Core will go big. Kick out the president, put a good man in and have him clean house. Sell the plant and we'll make the stuff at Sugar General plant in Columbus. Save 15 per cent on cost, so Jasper says. Pick out the best-known advertising agency in the country and advertise the advertising agency and the advertising. Make some such man as Woodruff president. He knows sales and advertising. Get it organized and we'll put it on the Curb. Will your people take it up?

ROBERT MONTGOMERY: We surely will, Colonel.

COLONEL JENNISON: Tom, you suggest we do something with Rib-Turk Towels. Jasper says, "No go." So kill it. Am I right, gentlemen?

THOMAS KINGSLEY: Colonel, towels are a market staple.

COLONEL JENNISON: How about it, Jasper?

JASPER: Surely they're a market staple, production proposition, thinnest possible profit margin. More towels you make, more you've got to cut price and profits.

COLONEL JENNISON: So I say, kill it.

THOMAS KINGSLEY: How, kill it?

COLONEL JENNISON: Sell it. Give it away, anything. Get our money back or put it out of business. Do it in a week. We're losing money every day on it. Oh, you're thinking of the people in the Rib-Turk outfit. They'd better get other jobs. They're in a bum business.

WILLIAM BAXTER: Colonel, my bank wants to know what's going to happen to Electric Midgets. With what you and the rest of us here can swing, we've got control. Looks very fair to us. We'd be glad to take it over.

COLONEL JENNISON: Not on

your life, Bill. We're all in on Midgets. Expect to found an Old Man's Home for myself with my share of what we make on Midgets. Good for a 50 per cent stock dividend right now. Small, handy motors are growing strong. The big electrical houses want it. Pour in the advertising; it'll stand three times what it is carrying. Am I right, Jasper?

JASPER: Positively.

THOMAS KINGSLEY: Is the consumer demand there?

COLONEL JENNISON: Tom, I've told you that I haven't a nickel's worth of interest in anything that hasn't got consumer demand written all over it. What's more, if a good thing can't be made better by advertising, it's not in my line. I am saving you a lot of trouble by killing Rib-Turk for you. You'd work like the devil on that and make a nickel for every \$10 bill you'll make on Midget, just by being in on it.

WILLIAM BAXTER: Colonel, are we going to merge our sweet little Delico Canneries with Cannors United?

COLONEL JENNISON: Just the first minute when Cannors United will give us two and three-eighths shares of theirs for one of Delico. And that'll be pretty soon. That will also give us a big showing in United Stock, and I'm on the United board already.

ROBERT MONTGOMERY: One thing more, Colonel. Are we going to merge Town and County Trucks with anybody?

COLONEL JENNISON: No, by gosh. We've made a flivver so far on those trucks. You've got to go out to Indiana and run that truck business yourself, Bob. I'll lend you Jasper long enough to plan some big advertising and find the money to pay for it. I'll take a lickin' on towels and fertilizer 'cause I'm not a farmer or dry goods man. But I won't take a lickin' on a truck as good as ours is for anybody. You've got to bring Town and County up to a point where we can make money with it in a merge. See?

WILLIAM BAXTER: How about our fertilizer business, Colonel?

COLONEL JENNISON: Got to take a loss on that, boys. Be a smaller loss if we take it right now.

We've got to kill our fertilizer business. We don't know how to make it, advertise it, or sell it. We don't even know how to give it away.

Now, boys, I've told you before—look out for men who know sales and who know advertising; hook 'em, a lot of 'em. We need 'em. We know too much about fancy finance and too little about how to make people like things and buy 'em. My gosh, it's two-thirty! Got to go.

Changes in "National Hotel Review"

The *National Hotel Review*, recently purchased by the Ahrens Publishing Company, New York, has been changed in name to the *Hotel Review* and will be published hereafter in combination with the *Hotel World*. Circulation and news coverage of the *Hotel Review* will be confined to the Eastern States, with the *Hotel World* serving the remaining territory. Beginning January 1 the *Hotel Review* will be issued as a weekly newspaper, supplemented by a monthly magazine edition.

Heads "Cotton and Cotton Oil News"

Richard Haughton, for the last eleven years vice-president of the Johnston Printing & Advertising Company, Dallas, has been made president and general manager of the Ginner & Miller Publishing Company, of that city, publisher of *Cotton and Cotton Oil News*. He was at one time advertising manager of *Farm and Ranch*, Dallas, and, later, was business manager of the *Farmer's Review*, Joliet, Ill.

New Account to Freeze-Vogel-Crawford

The Tri-Clover Machine Company, Kenosha, Wis., has appointed Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account. The Tri-Clover Company manufactures fittings, pumps and other equipment for commercial dairies and the Swizzle Stick, a new product used for mixing beverages in the home.

Des Moines Agency Adds to Staff

Arthur Brammer, formerly with the J. Walter Thompson Company, Inc., at Chicago, and with the Campbell-Ewald Company, Inc., has joined the N. A. Winter Advertising Agency, Des Moines, as director of copy and art.

John F. McMillan has also joined the Winter agency as a member of the copy staff.

Something for Nothing

— PHOTO CO.

Editor of PRINTERS' INK:

On account of Mr. Eastman having given away the advertised number of such cameras this summer to school children, we wanted to do our bit by offering to make one enlargement per school in a certain territory, free, gratis and without charge or obligation.

And so we wrote some hundred teachers and told them just what we wanted to do. They were asked to select a film of general interest from a few brought in by students—and return said films to us in the enclosed stamped envelopes.

This began some six weeks ago and we still think the idea is feasible, especially as we impressed upon the teachers that we were not selling frames and had no scheme up our sleeve to extract any cash from them. In the letters we talked only about films.

Can you tell us why only five teachers have responded, and why four of the five sent prints instead of films?

Yes, we still think the idea is good, because one of the hundred that went through as per schedule brought us considerable business from that town.

— PHOTO CO.

WHILE there are many gullible consumers, most of them have learned from experience that there are several definitions of the word "free." Offers of something for nothing are examined carefully for the "hitch" which it is felt must be there. And too often there is a hitch.

In other words, most of the school teachers probably didn't believe the offer was made in good faith. Most likely it was regarded as some sort of "advertising stunt," which, it must be admitted, it was.

But why, if consumers are so wise, so skeptical, were the free Eastman Kodaks snatched so eagerly? Why do advertisements offering free booklets and samples pull such a high percentage of replies for most advertisers?

Answering the second question first, booklets and samples are obviously offered with a purpose—to interest people in the advertiser's product. They do not masquerade as gifts without any strings to them, although they are in most instances offered without obligation. Consumers know exactly what

this sort of "free" offer means.

Had this photographer made it clear to the teachers that he was anxious to have them see a *sample* of the kind of work he does, and that in order to show what excellent enlargements he can make he would make one free from the teacher's own negative—why then they would have believed him. His principal error was, as we see it, in trying to convince the teachers that he, like George Eastman, wanted to do something for the children, that he wanted to do "his bit."

George Eastman—to answer our second question—gave away 500,000 cameras, free. He could do this because both he and his company are well known. A man as well known as he, a company which has built up such a reputation for quality goods and business integrity, as has the Eastman Kodak Company, would not dare use the word "free" without meaning exactly that. They could not afford to make an offer with a "hitch" to it—and the public knows that.

Now why did four of the five teachers who replied send prints instead of negatives? Because the letter did not make it plain, first, what the difference is between a print and a negative, and, second, that a film or negative and NOT (emphasized) a print should be sent.

There are many people who do not know the difference between these terms or who get the two words confused. Advertisers who have had much experience in asking their public to do certain things have learned that instructions must be simple and specific.

However, even if this photographer should follow our advice, he still might not get an excessively large return from his free enlargement offer.

For a long-distance view of the situation leads us to believe that he is trying to cultivate the wrong field. The juvenile market is important and worth cultivating, but the parents of the pupils would appear to be better immediate prospects when the article for sale is a photographic enlargement.—[Ed. PRINTERS' INK.]

They are both good

- There are two ways of handling your direct-mail advertising. You can prepare it yourself and then send it to us to print, or—
- You can commission us to prepare it, and after you have placed your O.K. upon it, we will print it.
- Our service includes the writing of copy, designing, photography, re-touching, engraving, and addressing and mailing, as well as the printing and binding.
- If you care to have the benefit of a new point of view, we will be glad to send a competent man to see you.

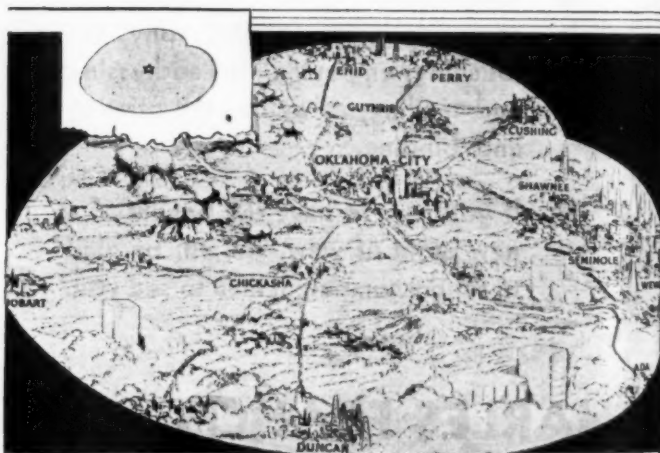
CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE • NEW YORK

H

ERE are a few pertinent facts for advertisers interested in getting maximum returns from a minimum advertising investment.

"Oklahoma City" really means a 62-town market. Of these eight are more than 10,000. All are linked to Oklahoma City by five main line railroads, electric interurbans, network of bus and truck lines and improved highways.

OKLAHOMA CITY'S 68-MILE TRADE AREA IS A 62-TOWN MARKET



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From 90% to 95% of the food and drug products, automobiles, tires and accessories, furniture, farm machinery, school supplies and radios sold in these towns are distributed through Oklahoma City jobbers and wholesalers.

In order to cover thoroughly the Oklahoma City Market, 20 automobile and supply houses travel 205 salesmen; 17 food brokers travel 50 salesmen; 7 farm machinery houses travel 94 salesmen; 13 tire companies travel 86 salesmen; 6 wholesale grocers travel 156; 3 wholesale dry goods companies travel 19 salesmen; 2 wholesale drug companies travel 30 salesmen; 9 radio jobbers travel 79 men; 3 hardware houses travel 60 men.

In this same territory the Oklahoman and Times are "traveling" 151,636 "salesmen" (77% of their 196,181 Publishers Statement, September 30, 1930) who are calling every day, by invitation, on 45% of the urban families in this million-person market who average 10 buying trips annually to Oklahoma City.

In the Oklahoma City Market the Oklahoman and Times offer advertisers 11% more circulation at about one-half the cost, than the combined circulations of all twenty-one other daily newspapers published in Oklahoma City and its trade territory, including the third Oklahoma City newspaper.

Schedule the Oklahoman and Times for your maximum appropriation and your advertisements in their columns will secure the greatest opportunity to produce maximum possible sales at one low cost.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN

Elkate Special Advertising Agency - New York Chicago Detroit Atlanta Kansas City Dallas San Francisco



Those who know

Advertisers, more and more, are making exclusive use of the Times-Star because Times-Star families represent three-fourths of the most productive part of the Metropolitan Cincinnati Market.

Times-Star families represent: 77% of all families with charge accounts . . . 72% of all families with telephones . . . 76% of all (\$273,465,458) home-owned property . . . an active market . . . a buyers' market.

Those who know prefer the Times-Star ALONE.



THE CINCINNATI TIMES-STAR

"THE KEY TO THE CITY"

Eastern Representative:
MARTIN L. MARSH
60 E. 42nd St.
New York City, N. Y.



Western Representative:
KELLOGG M. PATTERSON
333 North Michigan Ave.
Chicago, Illinois

Bare Shelf Retailing— A Merchandising Folly

The Dollar's Pace from Hand to Hand Will Be Speeded When Retailers
Can Be Induced to Order Adequate Stocks

By Geo. Sellers

President, G. I. Sellers & Sons Company (Kitchen Cabinets)

ONE day recently I went into one of the largest men's furnishing goods stores in Indianapolis attracted by an advertisement in one of the daily newspapers featuring a special shirt for sport wear. The item looked good to me and I asked for a half dozen. They had in stock only one of the size I wanted and said it would probably take thirty days to get more from the manufacturer.

I took one shirt instead of six. The dealer could just as well have sold me five more and the transaction would have resulted in additional profit not only for him but for the manufacturer. And this profit, multiplied a few times, would have created more jobs in the factory that produced the shirts and in the store that sold them.

This leads me to the conclusion that under-consumption, rather than over-production, is the mischievous force that is making business lag at the present writing. This under-consumption is brought about primarily through the lack of purchasing power due to unemployment. But unemployment is far more widespread than it has need to be; it is aggravated by the unthinkable foolish way in which retailers are running the so-called hand-to-mouth buying proposition into the ground. If they could be induced to stock goods up to even a reasonable proportion of their selling power, conditions would be radically changed for the better.

The present under-buying phenomenon is one of the most astonishing things I have ever experienced in all the years of my business career. Perhaps I would not be so outspoken if so many instances of incomplete and depleted inventories had not come under my personal observation.

On one occasion within the last ninety days the largest department store in the State of Indiana was unable to fill an order for three spools of No. 60 white cotton thread.

There have been instances during the last year where I have been unable to purchase hosiery, neckwear, gloves, toothpaste, tooth brushes and numerous other articles because the dealer's stock was temporarily exhausted.

I have even found the grocer unable to fill my order for ten pounds of sugar because of the way he was overworking and abusing the valuable principle of turnover.

In various stores I have seen new styles of merchandise that could not be displayed in the windows because the dealers did not have duplicate articles to show in stock.

This very week in my own household we have been unable to buy in local stores nine distinct staple articles that should never be out of stock.

Two weeks ago one of our executives went into a large store in Chicago and asked for a dozen collars of a certain style and found that the store had only three in stock. The salesman, with profuse apologies, of course, offered to have nine collars sent to him from the manufacturer.

One of the men in our office went into an Indiana drug store with the intention of buying four staple articles, namely a package of Gillette razor blades, a tube of Pepsodent toothpaste, a bottle of Williams' shaving lotion and a box of candy. He had made up his mind that he would not buy any of these articles from any store that could not supply all four. He went to the fourth drug store be-

fore being able to make his purchase.

The strange thing about this incongruous situation is that many retailers apparently do not realize that under their present system of buying, if system it can be called, they are paying a great deal more for their merchandise than there is any need for paying. The other day while in a certain store I got to talking to the proprietor, who is an old time acquaintance of mine. While we were conversing the local drayman delivered a package of merchandise; it weighed twenty-eight pounds and had been shipped by freight.

The dealer in question has been in business for more than twenty years; but apparently none of the manufacturers or jobbers from whom he bought had ever instructed him in the practice of economical freight shipments. Anyway he was greatly surprised when I explained to him that he always had to pay freight charges on the basis of 100 pounds minimum; in other words it had cost him just as much to have that twenty-eight pound package laid down in his store as would have been the case if it had weighed 100 pounds.

The laid down cost to him of the merchandise in the package was approximately \$12. On the basis of his sales for the last year that quantity of stock would last him for two weeks. He thought he was saving carrying expense by buying \$12 worth instead of the \$48 worth which he could have had delivered to him for the same \$1.17 freight and drayage. I showed him where he was paying a premium of \$3.51 for the privilege of saving 18 cents interest.

Generally speaking, I am not greatly in favor of campaigns of education with the dealer on the receiving end. But, in the present exigency, I believe the psychological moment has arrived to put him right on a few fundamental facts. I have been thinking along this line ever since the appearance in the April, 1929, issue of *PRINTERS' INK MONTHLY* of an article in which I discussed hand-to-mouth buying. Conditions, I hardly need to suggest, are much more acute

now than they were when I wrote the article in question.

What is to be done?

There need be no argument over the fact that many dealers all over the country today are in a position where they cannot consistently take on additional stocks of merchandise at this time. I do not want to be misunderstood in my recommendation of building up inventories. Neither do I want to see retailers go wild on buying. But I do believe that hundreds and even thousands of stores, through the system of radically and artificially curtailing purchases, are losing more profit on the sales they thus fail to make than they save on the carrying charges that larger stocks would make necessary.

It ought not to be difficult to convince almost any retailer that he cannot successfully merchandise an article unless he has sufficient stock on hand to make a display either on his floor, in his showcase or in his window and to back up these displays with a reasonable assortment of sizes and styles. No dealer can afford to advertise or to make a special drive on any article of merchandise unless there is a chance that the potential sales profit will at least pay for the advertising. Right here is one of the main reasons why the newspapers of the country are so lamentably short on retail store advertising; dealers simply do not have enough merchandise in stock to make the advertising pay.

I may not be much of an economist; in fact I do not claim to be an economist at all. But I confess to a feeling of pronounced irritation as I read and hear various academic pronouncements to the effect that the country is sadly and dangerously over-produced. Speaking mildly, those authorities now fumbling around for ways and means to rid the country of what they conceive to be a glut of over-production in almost any kind of merchandise you can name, have at best only an amateurish knowledge of what is really going on.

I think a survey would show that each year for the last seven years there have been more units of merchandise sold at retail than

IN Detroit, The Free Press is truly a zestful introduction to the beginning of the day's business.

¶

IT is the indispensable compendium of what's happened wherever things happen for the intelligent, better-buying families in the Detroit area.

¶

IT brings to business the councils of yesterday's business, and to homes the helps that the best minds and the best thought and practical experience have proved worthy.

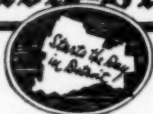
IF you are selling through advertising, you can very successfully and profitably pick up the early morning, exclusive influence of this newspaper in nearly a quarter million homes in Detroit, and divert it for your own use.

¶

IT is a medium particularly appropriate to insure stability to advertising appropriations at this hour.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

have been replaced by the manufacturer. The resulting surplus has backed up on the manufacturer, causing him to lay off employees because of lack of demand. These employees in turn have been unable to purchase merchandise from the retailer, and he has therefore been caused to make further curtailments of inventory and so on.

The business of the country might be compared to a large river with a retail outlet forming the mouth; and the manufacturer, the wholesaler and the raw material supplies representing the various points in the river's course. The retailer, through curtailment of stocks, has choked up the mouth of the river, backing up the flow and causing the cry of over-production.

It should be remembered that this condition, in a measure at least, is not necessarily a creature of hard times. The hand-to-mouth buying that has been in vogue for several years past has caused many plants to operate on three or four days a week schedule. Assuming that an employee earns \$5 a day when working three days a week, his earning power is \$15. It requires twelve of these dollars to take care of the absolute essentials of life, leaving the man's purchasing power in the community \$3 a week. This \$3 is distributed among the clothing man, the furniture dealer, the druggist, the doctor, and the moving picture house, with the result that no one receives much benefit. If this man can be employed five days a week on the same basis he has \$13 above the essentials of life, or a buying power $4\frac{1}{2}$ times as large.

This additional employment, with its consequent increase in buying power, could be established right now if dealers could be induced to stock merchandise that they could readily sell at a profit. It would not be a burden for almost any dealer to take on a sufficient amount of additional stock to give factories almost full time employment.

Take our own line of manufacture, for example—kitchen cabi-

nets. Our sales outlet is through some 5,000 retail furniture dealers. Suppose each one of these dealers would buy just one additional unit. That in itself would give us thirty days full time production which would mean several additional dollars distributed among our employees in salaries and wages.

Suppose each clothing dealer would buy one extra box of shirts and one extra box of underwear, or a fourth of a dozen extra suits and overcoats. That alone would give the manufacturers of those articles about all the production they would want to handle for several weeks. The same thing would be true in almost any other line of merchandise that might be discussed.

And the strikingly significant thing about the whole situation would be that these additional purchases of merchandise could be sold readily.

People are walking out of stores every day with their needs and wants unsatisfied because of depleted inventories. If these people could have the privilege of buying the merchandise they are asking for every business day, conditions would improve rapidly and radically. The obvious remedy is in increased advertising appropriations and more earnest selling work for 1931—efforts that will place the proper pressure on the educational side. This may savor a bit of flag waving; but it is the big thing that needs to be done.

H. S. Felton, Chairman, Save-the-Surface Campaign

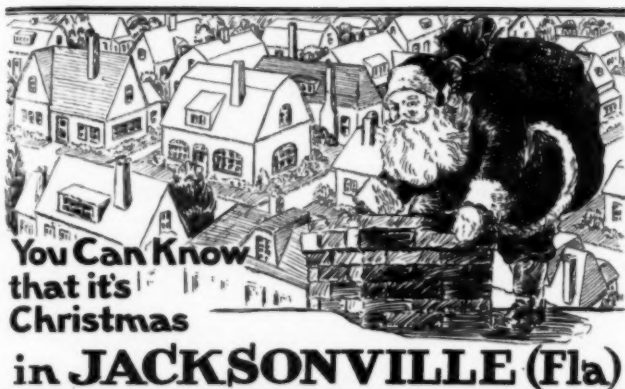
Horace S. Felton, vice-president of Felton-Sibley & Company, Inc., Philadelphia, has been appointed chairman of the executive committee of the Save-the-Surface Campaign, to succeed the late A. D. Graves. A new executive committee to take over the revised Save-the-Surface work, recently approved by the reorganization committee, is now being selected.

R. J. Staley with McCann-Erickson

Raymond J. Staley, formerly space buyer of The Dunham, Younggreen, Lesan Company, Chicago advertising agency, has joined the office at that city of McCann-Erickson, Inc., as assistant space buyer.

Just
most

New Y



**As the central market of the Southeast,
an assured point of advertising results.**

Canning industries are working top speed to keep pace with orange and grapefruit deliveries from the 23,000,000-box crop.

Hotels are crowded with tourists whose day, week or month in Jacksonville adds materially to the quick-money revenues.

Boat-builders are re-conditioning and completing many yachts for wealthy January and February winter visitors.

Automobile and accessory men face a leaping demand from incoming motorists, estimated at more than 600,000 by the A. A. A. Unemployment (3 per cent) assures local merchants a dependable purchasing power.

Just a few reasons why advertising schedules in "Florida's Foremost Newspaper" are proving immensely productive in capitalizing Florida's era of 1930-31 prosperity.

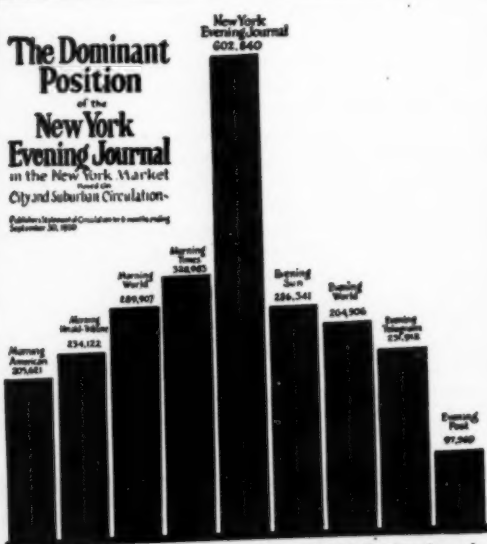
The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities

New York
Daily News
1,216,724

From Evening Journal of December 5



This overwhelming public preference for the Evening Journal as a home newspaper has made it the most powerful sales weapon in the New York Market.

AFTER all these years!

OF COURSE mistakes will happen in even the best regulated research departments. The News might be—and is—often overlooked by people who aren't expected to know. But after eleven years of very active existence in New York, that one of our contemporaries should be even temporarily unconscious of the News seems just a little too inadvertent! In fact, any omission of The News when New York circulations are being discussed is rather inexplicable!

So we are sure that the Evening Journal won't mind if we correct their chart by adding the red line, representing News circulation—which incidentally is more than twice that of the Journal. If the Journal is "dominant"—then The News must be super-dominant, as the movie advertisements say. And if overwhelming public preference makes a powerful sales weapon, then The News with twice the preference must be twice as powerful; and the gentle reader can place the "most" to fit the case.

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

NEWS BUILDING, 220 EAST FORTY-SECOND STREET, NEW YORK

Tribune Tower, Chicago

+

+

Kohl Bldg., San Francisco

The DISSATISFIED 62 per cent that made a new government

THE 62 per cent of the Cincinnati Market that reads The Cincinnati Post may well be said to have fathered the new, progressive Cincinnati.

For while the other Cincinnati newspapers sat back, lethargic or actively hostile, The Cincinnati Post worked for and won the new City Manager form of government.

It was this new government that removed the "pork barrel" from local politics; that restored the confidence of Cincinnati's citizenry in city government. Confidence in turn loosened purse strings. Bond issues were passed. Streets were improved. A new Cincinnati was in the making.

The progressive, civic-minded citizens of Cincinnati flocked to the Post's banner. No sooner was the fight started than Post circulation began to soar. Cincinnati Post circulation mounted 43 per cent in seven and a half years.

In The Cincinnati Post the intelligent citizen gets the kind of newspaper he wants to read—well written, soundly edited, clearly printed with cartoons and features by some of the most outstanding men in their respective fields—Heywood Broun, O. O. McIntyre, Will Rogers, Amos Parrish, Joe Williams, and others.

Reach this progressive 62 per cent of the Cincinnati Market with The Cincinnati Post . . . Cincinnati's most interesting newspaper.

POST CIRCULATION

- | | |
|-----------------------------|---------|
| 1. City and Suburban..... | 144,332 |
| 2. In the O. K. market..... | 162,722 |
| (Cincinnati trading area) | |
| 3. Total circulation | 188,076 |

The Cincinnati Post

A Scripps - Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS...OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

An Investment Company Advertises to Create a Market for Its Stock

New Investment Organization Stresses Consumer Ownership

AN unusual development has taken place lately in the business of selling securities through the offering of the stock of Chain Store Shareowners, Inc., an investment corporation whose portfolio contains the common stocks of thirty-five chain-store companies. The distributing bankers have embarked on a continuous merchandising program to sell this stock and they plan an advertising appropriation amounting to 50 cents per share, of which half is spent directly by the distributing bankers and the other half by selected investment dealers located throughout the country.

This unit stock is being merchandised in page space in two general magazines, seven financial and trade publications, and in local newspapers in key cities. Discarding customary financial advertising dress, the campaign—in simple language and with illustrations—is aimed to follow the same merchandising fundamentals used by leading manufacturers of staple merchandise.

According to Charles E. Merrill, partner of Merrill, Lynch & Co., through whom this unit stock is distributed, the company is offering standard, branded, quality merchandise to sell as a staple article in all seasons. Backed by a steady advertising and merchandising campaign for which an appropriation based on actual sales is set aside, the unit stock of thirty-five chain-store groups representing ten types of business is offered to dealers with the assurance not only of initial support but of continued support, new in the field of investment banking.

Just as the manufacturer of a staple article shapes a raw material, packages and labels it, goes to dealers with trade advertising and to consumers with national advertising and further merchandises his product with dealer helps and

institutional advertising aimed to make it easier for the dealer to sell, just so has this program been laid out on an appropriation depending entirely upon the amount of merchandise sold. As this stock is sold to the trade, 25 cents a share is spent for advertising by local dealers, this being refunded to the dealer as he sells to the consumer. And for each share sold, Merrill, Lynch & Co. spend 25 cents in advertising, making up the total of 50 cents a share. Dealer advertising is done with material submitted by the company, and refunds are to be given to each dealer upon presentation of vouchers for this outlined advertising.

Introduction of Chain Store Shareowners, Inc., was made in page advertisements in three New York newspapers on December 10, and magazine advertising begins with January issues.

In using national advertising to the consumer, the company has in mind a market consisting in great measure of chain-store customers. Therefore, to the general public the advertising will seek to humanize the 41,000 retail stores of these thirty-five chain groups which do 10 per cent of the country's retail business. In effect, the advertising will be institutional—telling the story of the various organizations whose stock makes up the Shareowners unit. This can best be illustrated by examples from the actual campaign.

"Just What You Want—When You Want It," is the headline of one page. Illustrations show a woman shopping in a chain grocery and a man buying golf clubs in a sports chain store. Text is:

What a pleasure it is to shop where friendly faces greet you, and where your individual likes and dislikes determine without delay the contents of the market basket. They are good merchants, these chain store men. Almost before you realize it, just the foods your family prefers,

your favorite brand of coffee, and the freshest vegetables are in packages before you—and you are on your way again. The chains, 5 and 10 cent stores, drug, clothing, shoe and other chain stores have made shopping quicker and pleasanter, as well as more economical, than it used to be!

Remember that almost every great chain store system in the country started as a single store, whose owner, in giving superlative service to his customers, became an integral part of his community. This store a success, he trained a manager in his own farsighted methods and opened another store with the earnings of the first. The locations selected were convenient. Each new store was arranged efficiently. And so the chain grew—buying in enormous quantities—content with a small profit per sale—because the volume of business was huge. Built on the solid foundation of better storekeeping, it won patronage in each new community. Through pleasing the shoppers of America, the chain store business has trebled in the last ten years. Conservative students of economics believe it will double in the next ten. A greater percentage of net earnings has been reinvested in the chain store business than in any other. Financially, the future of the chain stores is extremely bright.

Why not invest your money profitably in the chain stores, where you prefer to do so much of your purchasing?

From presenting a picture of chain stores as a whole, this consumer advertising goes on to tell in other page space something about specific chains in the selected group. "The Making of a Kresge Storekeeper," begins one whose illustration shows a young man in overalls opening cases and boxes in the basement of one of this chain's stores. Carrying the young man who comes direct from college to his first job in this chain right up through his experience in unpacking merchandise to his training as floorman and his eventual growth to manager, the advertisement makes an extremely human appeal whose institutional character serves to build prestige for all the members of the group as well as for the particular chain mentioned.

Such advertising, augmented by co-operative advertising of companies whose stocks are included in the portfolio of Chain Stores Shareowners, has the added effect of stimulating interest in their jobs

of more than 400,000 employees and executives in the group's 40,000 retail stores.

This consumer campaign, which does for the chain-store security what the manufacturer's advertising does for his particular product in the way of creating a background of confidence, is further supplemented by another campaign of newspaper advertising which gives in more technical form the statistical and financial background of chain-store conditions in general. A similar type of technical advertising also will appear in business magazines whose audience is financially minded as compared with the general consumer.

This magazine and newspaper advertising is backed by folders, booklets and other direct-mail material, following the general style of the advertisements themselves and keyed in appearance and appeal to the respective types of investors reached by the national and local campaigns. Special booklets also will be made up for use of the individual chain stores for distribution to their patrons and employees.

Hearst Appoints T. J. White to Succeed Col. Knox

Following the resignation of Colonel Frank Knox as general manager of the Hearst Newspapers, William Randolph Hearst has appointed T. J. White as general manager. Mr. White is vice-president of the Hearst Publications, which publishes the magazines controlled by Mr. Hearst.

Colonel Knox resigns after having been associated with the Hearst Newspapers for four years. He was appointed publisher of the *Boston American* four years ago and, about a year later, was appointed general manager of all the Hearst newspapers. He is the publisher and owner of the *Manchester, N. H., Union and Leader*.

Mr. White, before his appointment as general manager of the International Magazine Company, Inc., in June of 1928, had long been identified with activities in the newspaper field.

New Accounts to Paul Cornell

J. R. Wood & Sons Inc., Brooklyn, N. Y., rings, diamonds and Omega watches, has appointed The Paul Cornell Company, Inc., New York advertising agency, to direct its advertising account.

This agency has also been appointed to handle the advertising account of Udall & Ballou, New York jewelers.

I Can't Please Them All

DOUG TAYLOR, go-getter for Printers' Ink, sent us out a swell letter he had received from some gent in Ohio. It seems this particular subscriber was more or less wroth at us for touting our California climate so much. Believe me, brother, that's one thing you can't help. It's not our only pride, but when better climates are built, Los Angeles will build 'em. And just to be mean about it, I'll call to the witness stand no less a personage than W. J. Black, traffic manager of the Santa Fe System. "The heavier business started right after Thanksgiving and is keeping up. For two days we have not had a berth, drawing room or compartment left on the Chief. All of our other trains are running full." Apparently a coupla other guys agree with me that this is the place to live and it's a cinch plenty of people agree with me that The Examiner is the best paper from masthead to back page. In fact, more people take The Examiner in their homes—pass it all the way from Grandpa to Junior, and finally use it to line the shelves with—than any other morning and Sunday paper in Los Angeles. Your 1931 schedule should start with The Examiner.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Some Rules for Superimposing One Picture Over Another

How Advertisers Are Using Combination Illustrations in Which One Subject Overlaps a Second Composition

By W. Livingston Larned

IT often becomes necessary, in laying out an advertising campaign, to superimpose one picture over another. Sometimes it is done to elaborate an idea or to economize on space. Whatever the reason, to do this well is by no means easy, and many mistakes of layout judgment are made, when a little extra knowledge of the limitations of the process might overcome them.

One outstanding rule should be kept in mind—in the great majority of cases, two different techniques should be used. For sharp and vivid contrast is indispensable. If this is not provided, the illustration, as a whole, is very apt to be clouded, confused, and disappointing in other important respects.

I have seen one photograph silhouetted and mounted over another photograph, with a result so far removed from good advertising display that I immediately questioned why the weaknesses of the copy were not detected before engravings were made.

This would apply, naturally, to camera prints of a somewhat similar complexion. It is entirely possible to devote studio attention to the lighting of two subjects and to key them so differently in this regard that the demanded contrast would be achieved.

An advertiser is doing it now, and very successfully, in a superimposed series. The product is an automobile headlight bulb, and all background scenes picture night themes along gloomy, country roads. The "foundation" of each illustration is therefore an over-all monotone, with no interrupting highlights.

Various showings of the bulbs have been photographed under a blaze of incandescents, with silver screen to catch up and intensify each and every possible reflection. They are dazzling in their elements of light and shade, and, as a consequence, when silhouetted and mounted adroitly over the night vistas, they do not "melt" into their backgrounds. A very bright



* KENDALL was the ONE oil used by nearly 85% of the winners in all events, including Owen-Chicago derby and closed super races—an outstanding record in aviation history

The Background Pattern of Cars Serves as an Excellent Tone Foil for the Containers in This Kendall Oil Illustration

**A Merry
Christmas...
A Happy
New Year**

to Messrs.

Chew

Galbraith

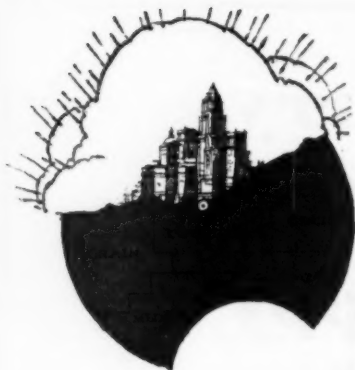
Bartlett

LaDue

and Staffs

**and thank you for the splendid
way in which you represent us**

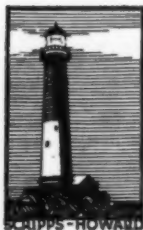
**San Francisco
EXAMINER**



Pictured here is the TRUE Cleveland Market, small and compact, 35 miles in radius, 1,532,169 in population. Only within this area does Cleveland newspaper advertising function profitably.

CONCENTRATE YOUR ADVERTISING WHERE A PROFIT CAN BE MADE FROM SALES

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The C

NATI
NEW
CHIC
PETR

THE TRUE Cleveland Market is 35 miles in radius, more than a million-and-a-half in population. To be most effective and profitable, Cleveland newspaper advertising and personal sales work from a Cleveland headquarters should be confined to this small and compact area where consumers are thickest and sales costs lowest.

With few exceptions, only people living within the 35 mile radius trade in Cleveland stores and read Cleveland newspaper advertising. The Cleveland Press with 94.1% of its total circulation concentrated in the TRUE Cleveland Market, among people of all classes and wealth, offers unusual opportunity to eliminate waste and build profits in this rich area.

The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

DON'T FEEL SORRY FOR THE FARMER THESE COLD NIGHTS

WHEN Bill Nye and James Whitcomb Riley were trouping the country, tales of how the farmer took it on the chin in the winter were subjects for national discussion. How he suffered from the cold was a topic of every day conversation, especially with city folk.

But that's no more — especially out in the great Midwest where Capper's Farmer's circulation is concentrated. These big-business farmers have modern heating systems in their homes. And their hearths are just as cozy and comfortable as these city apartments which cost a couple of grand per room.

No longer does the Midwest farmer regard a modern heating plant as a luxury, but rather he considers it as a necessity just as much so as the traditional kitchen range.

And listen to this. The Middle West Utilities Company reports that \$200,000,000 already

have been spent for the building of approximately 150,000 miles of farm distribution lines to serve 500,000 farmers in the United States and that from all indications this investment, mileage and number of farmers served will be doubled within the next four years. This will bring electric service from public utilities companies to 1,000,000 out of the approximate 6,300,000 farms in the United States.

As to radio, that interesting trade publication, Radio Retailing, estimates that as of May, 1930, 2,300,000 American farm homes were owners of radio sets.

Hence, when the wind is howling these bitter nights, don't worry about the modern Midwest farmer. He is just as comfortable and enjoying himself just as much as the boys on Park Avenue and Lake Shore Drive. And, incidentally, he is just as good a prospect as they are for nationally advertised brands.



Capper's Farmer

unit is placed in contrast with one which is in dark tones.

Exactly the opposite arrangement is equally acceptable. If the background or "foundation" photograph is delicate and light in value, the superimposed illustration should be deep in tone and emphasized by a goodly percentage of solid black areas.

But to combine any average pair of photographic prints, with no thought as to their relative color values, is to invite an unsatisfactory composite. And this happens quite frequently.

The safe rule is to employ two actively different art techniques in the superimposed job; one as widely divergent from the other as possible. If the main or background subject is in line, the overlay should be in halftone, either in wash or from a photograph.

If the background is a halftone, then have the overlay in decorative, simplified pen and ink, or in crayon, for line reproduction, or even in tempera grays, with an unusual area of white.

This would appear to be a definitely simple rule. If there is little contrast between the two illustrations, the picture becomes muddled and not a little incoherent. And when the advertisement is in color, the idea is even more applicable. Some of the most pleasing effects in the latter field have adhered to the scheme of running one subject in full color, and the other in black and white.

One may ask: What reason is there for running one illustration over another? Is it something to avoid, if possible? Why even attempt it, if confusion is likely to take place?

The conservation of space devoted to pictorial work is perhaps the least important feature of illustrations of this character. It frequently occurs that superimpos-

ing unifies a picture story. Several examples can be mentioned to elaborate this point.

A Kendall Oil campaign is based on the plan of a heavy percentage of racing pilots preferring this product on occasions of great emergency, and to visualize the percentages, typical oil containers are lettered with statistics, and thrown well into the foreground. Thus, a quite large can might carry the message that more than

The world's leading authority on insulation now offers you for your home this STRUCTURAL INSULATION of many uses . . .



Johns-Manville Insulating Board

Here Is an Example of Superimposing Skillfully Handled. There Is a Sparkling Contrast Between the Foreground Subject and the Background

82 per cent of the contestants at the Chicago Air Races used Kendall Oil, while the very much smaller one states: "15.8 per cent were divided among nearly a dozen other well known oils."

To use these containers only would have meant a rather uninteresting type of illustration. Atmosphere was needed, and so, in a thoroughly characteristic combination picture, the cans were superimposed against a dramatic look-down photograph of the thousands upon thousands of motor cars parked to witness the thrilling event. This background pattern of cars served as an excellent tone foil for the containers, which were handled in light gray outline. Necessary contrast was in evidence, and the correct atmosphere was

included in the composite illustration.

In this series, then, superimposing served an altogether useful purpose: It "set off" the foreground material forcefully and it surrounded it with logical atmosphere.

In an appealing series of magazine advertisements, cans of vegetables were superimposed over garden scenes. A tin of "Baby Limas," drawn in pen and ink, was "backed up" by a photographic study of beans growing on a large farm. These two elements were wisely related.

Then again, some superimposing is done because the advertiser has every reason to picture two items, with quite definite emphasis on one, although the other is by no means ignored.

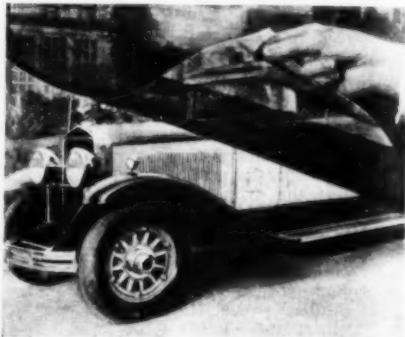
This is true of a campaign for Champion Spark Plugs. Various types of complete automobile engines are presented, and always in the most delicate of intermediate tones. Against such backgrounds, there are strong circles, full strength, of the plugs, in position, and superimposed normally over the power plant where they do their work.

It must be clear that a combined illustration of this order is superlatively better and more interesting than would be a mere study of the plug surrounded by mechanical parts.

For a year or more, the newspaper and magazine displays for Johns-Manville Insulating Board were made up of two distinct parts—views of houses under various weather conditions, as single illustrations or in groups of three or four, while slanting across the main background subject were views of a section of the board itself, in quite dominating size.

Here was superimposing skillfully handled and to excellent display purpose. The angles at which the product appeared provided action in inanimate compositions, and

a workmanlike showing was made of insulating board whereas it might be too small for detail, in the background scenes. And this is still another reason why the superimposed type of picture is popular. There can be two presentations of a product, one in large size, without accessories, and the other smaller, accompanied by necessary atmosphere to visualize use or action. It is to be noted, in mention of the Johns-Manville



An Interesting Superimposed Illustration from a No. 7 Duco Polish Advertisement

campaign, that the foreground theme was executed in an exceedingly simple and direct technique, contrasting sparklingly with the more complex details of the background.

In many of the interesting McKinney hardware pages, superimposing is done with definite skill and artistic knowledge of appropriate composition. Hardware of period design was enlarged from photographs and from original wash drawings, and superimposed against authentic sketches born of the same period. If a certain door hinge was an Alhambra pattern, then the artist used, as his setting, a vista of the Alhambra, although with no effort to have it dominate the showing of the merchandise.

The usual practice, in preparing copy for such illustrations, is to make two separate illustrations or to use two photographs, mounting one over the other. This is easily

Los Angeles Times Midwinter Number

Five Illustrated Magazines In Colors and Rotogravure

Every year for more than two generations the Los Angeles Times has set forth in pictures and text the growth and progress of Southern California.

This year's Midwinter Number—the "Olympic Games" edition—gives the first authentic news of the elaborate preparations under way for the great international contest to be held in Los Angeles in 1932, and the state-wide program of pre-Olympic events planned for the forthcoming year. California has arranged an average of more than one event for every day throughout the year 1931, consisting of fiestas, fairs, rodeos, races, pageants, historical plays, etc., etc.

This edition will also seek to acquaint prospective visitors with all the principal points of interest, the things to see, places to go, and the facts they should know about Southern California's resources, agriculture, oil, mining, commerce, art, science, etc. Large-scale pictures of typical mountain, desert and seacoast environment, and latest detailed census figures and tables of official facts.

The five magazines sent postpaid anywhere in the world on receipt of 25c. Address, Promotion Department, Los Angeles Times, Los Angeles, Cal.

done in the case of camera prints, since it is only necessary to silhouette the overlay, and to add such retouching as will bring it out contrastingly. If a foreground tone seems to run into the background, it may be advisable to lighten certain parts with an air-brush tint.

There is a marked advantage in superimposing in campaigns where the background is no more than a postscript to a main top-position picture. The product is in direct juxtaposition to atmospheric embellishment. And the two *belong* together. If the one illustration is separated from the showing of the product, it means additional space requirements and an inevitable breaking-up of the composition. Such layouts are apt to be "spotty."

A very pleasing campaign of magazine pages places close-up and therefore detailed photographs of foods on dainty dishes, ready to serve, in superimposed form, over more delicately conceived camera "shots" of table sets, breakfast, luncheon and dinner scenes. The latter are "blown down" to half-strength, by spraying air-brushed white over them, while the recipes are vigorously rugged in their tone values. That the backgrounds help immeasurably must be admitted, and the small dish in its proper place on a table is enlarged ten times to dominate the ensemble, in the superimposing.

Kenwood blanket advertising in color follows some such plan, and most pleasing the results are, too, for the background subjects show blankets neatly in place on beds in smartly groomed rooms, while the folded blanket, as you see it in the store, is placed over a portion of the accessory yet explanatory "setting."

A silverware account gives generous space to beautiful tables, correctly set, and it in no wise harms these artistic pictures to superimpose over them actual-size reproductions of the silverware.

In some instances, the advertiser makes an enlarged photographic print from an original drawing or a photograph, concentrating on it, and superimposing it

over a strategic plate in the background subject. This is always constructive illustrating and the cost is nominal.

Hadden & Co. to Take Over Domestic Business of Dorland

The Dorland Agency, Inc., with headquarters at New York, has transferred its domestic business to a new company, known as Hadden & Co., Inc. This change becomes effective January 1, 1931.

Hadden & Co., Inc., in addition to taking over the domestic business of the Dorland Agency, will include the New York business of Addison Vars, Inc., advertising agency. Harry J. Winsten, vice-president of Addison Vars, Inc., joins Hadden & Co., Inc., as vice-president. Samuel Castleman, formerly associated with The George L. Dyer Company and, later, a director in the Dyer-Enzinger Company, joins the Hadden agency as a vice-president.

Mr. Winsten will continue as vice-president of Addison Vars, Inc., representing its interests in New York. Under the arrangement, clients of the Vars agency in Buffalo and Rochester will have affiliated service from the Hadden agency at New York.

Dorland International, Inc., will continue to carry on in the foreign field as a separate company, without any change in personnel. Mr. Vars has been elected a director of Dorland International, Inc.

Both companies will be located at 205 East 42nd Street, New York. The officers of Hadden & Co., Inc., will be Howard S. Hadden, president; Harry J. Winsten, vice-president; Samuel Castleman, vice-president; Jay E. Wingate, vice-president; Arch N. Bermingham, vice-president; W. A. Williams, treasurer, and H. Douglas Hadden, secretary and general manager.

Sieck Agency Joins Frohman Group

H. Charles Sieck, Inc., Los Angeles advertising agency, has joined the group of advertising agencies associated with the Louis H. Frohman Advertising Agency of New York and will render service on the Pacific Coast to clients of group members.

Appoints Story, Brooks & Finley

The Bergen County, N. J., *Record* has appointed Story, Brooks & Finley, Inc., publishers' representative, New York, as its representative. This appointment is effective January 1.

J. B. Hydorn with Young & Rubicam

J. B. Hydorn, formerly a vice-president of Albert Frank & Company, has joined the staff of Young & Rubicam, Inc., New York advertising agency.

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CURRENCY

In these times, one gets to thinking there's no money anywhere. Well, money may be scarce. But there's one way to keep your sales almost up to where you'd like to have them. That's to go looking for customers where you've never looked before.

Maybe you've never approached the million families who read the Sunday New York American. Never noticed that 69.3% of them can be reached *only* through the American—because that's the only Sunday newspaper they read.

This is a real source of additional sales. For these families spend \$2,000,000,000 a year—liquid currency, some of which could be made to flow your way.

**SUNDAY
NEW YORK AMERICAN**

a Million Families are Million Spenders



NATIONALLY REPRESENTED BY PAUL BLOCK & ASSOCIATES



FRANCIS W. HATCH
Account Representative
Assistant Manager, Boston Office



CHARLES H. McDOUGALL
Art Department
Chicago



GEORGE C. MOHLKE
Manager, Production Department
Minneapolis



GEORGE E. BLISS
Writer
New York

Back of Every C

FEW BUSINESS MEN credit their success to us. The kind we serve would have been successful anyway.

Back of every campaign there is a man or a group of men, who built up a business from nothing; who found out what people wanted and made it; whose integrity attracted capital; whose energy and courage assured growth.

Our contribution is a technical knowledge of how advertising should or should not be done.

Until it is tried, the wrong way

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CHICAGO
PITT



ROBERT N. KING
Marketing Department
New York



OLIVE GATELY
Assistant Account Representative
New York



ERIC G. MANTLE
Production Department
Pittsburgh



FREDERICK W. NICHOLS
Assistant Account Representative
New York

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to advertise is often just as attractive as the right way. During forty-odd years, we have made a lot of mistakes. But rarely the same mistake twice.

Mistakes cost money. Ours have been paid for.

When we say "Don't do it," it is usually because we did it once.

Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

BOSTON TRANSCRIPT

MIRRORS

ITS READERS

Turn the pages of any daily. Instantly you will know the kind of people who read it.

You will know their standing—the scope of their activities—their buying habits, their buying power.

Turn the pages of today's Boston Transcript. Notice the space devoted to world news, to business, to finance, to drama, books, society, and club news.

Think of all this group must buy.

Reach them through the paper they regard as their own.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago San Francisco Los Angeles Seattle

Why One Department Store Head Thinks Cut Price Is Economic Necessity

"The Fair" Experiments With "Economy Sale" and Finds People Will Buy—at the Right Price

Based on an Interview by G. A. Nichols with

D. F. Kelly

President, The Fair, Chicago

Mr. Kelly, president of The Fair, has received but one manufacturer's protest, in all the years he has been in business, because he sold at cut prices. This might seem to show that manufacturers favor a policy of cut prices by retailers, so far as their goods are concerned. However, it is "Printers' Ink's" belief that the opposite is the case—that most manufacturers of advertised lines would prefer to have legal price protection such as the Capper-Kelly bill would provide. The interview with Mr. Kelly of The Fair is given space in order that the bill's opponents may have their day in court.

"THE intelligent and economic use of reduced prices," says D. F. Kelly, president of The Fair, one of the larger State Street department stores in Chicago, "is one of the most valuable and necessary phases of present-day merchandising."

"This is said with all due respect to the proponents of the Capper-Kelly price maintenance bill now before Congress. I am firmly opposed to what is eloquently described as 'predatory price-cutting and price-slaughtering'; this constitutes a senseless abuse of a valuable method of retailing. Nevertheless, people's reaction to the price appeal being what it is, there is nothing quite so efficient as the properly reduced price when it comes to cutting through people's disinclination to buy and to stimulating business when it needs to be stimulated—now, for instance."

Mr. Kelly speaks out of the depths of rich experience. For more than thirty years, first as general manager of Mandel Brothers, Chicago, and then in his present connection, he has been an outstanding figure in the department store business. But the immediate cause for the remarks just quoted is a sensational "Economy Day Sale" which The Fair conducted one day early in December.

Business in the State Street stores, The Fair included, had been somewhat stagnant for weeks. Mr. Kelly, in seeking ways and means to remedy the condition, reasoned something like this:

"Here is a metropolitan area with a population of approximately 4,000,000. Of this number about 200,000 are unemployed. But it is probably true that most of the remainder are making just as much money as they did last year."

"However, they are not buying in anything approaching normal volume. Here is the holiday season coming on. We have only a few more business days in which we can establish our 1930 record of sales."

"Now, then, the general delay in beginning holiday buying can be attributed to one of two things: Either the people are unable to buy and we can look forward to an unprecedentedly quiet December. Or, they have become so set in their conservatism and caution that they are afraid to buy. We believe the latter is the true condition; and if so, their attitude can be changed. We are going to find out."

Reasoning thus, Mr. Kelly made what I believe to be one of the boldest moves ever seen in modern advertising—one that will be at least interesting to every merchant.

diser today, regardless of the character of his set-up.

He wanted to find out what was damming up buying in Chicago, whether the condition was fundamental or psychological, and whether the people who were able to buy and were not buying could be started in that direction.

So The Fair gambled (and "gambled" is the way in which Mr. Kelly himself describes it) more than \$35,000 on newspaper advertising for a big and spectacular sales effort that would last only one day. In one newspaper was a twelve-page insert printed in colors—the first thing of the kind ever seen in Chicago. In another paper appeared twelve pages in black and white. In addition there were a few single pages used here and there.

The special offerings for the sale included representative items from every department. And the prices, of course, were radically reduced.

He found out that he was right in his conclusion: people could buy if they would. The Fair's sales for the one day were 46 2/3 per cent, or approximately a quarter of a million dollars, more than on the corresponding day in 1929; they were 13 per cent larger than the biggest previous day the store had ever experienced.

Significantly enough—and here is the main point in the argument—the sale, notwithstanding the reduced prices and the exceptional expenditure for advertising, yielded a net profit.

"In this matter of net profits," Mr. Kelly says, "there is little difference between the properly conducted special sale and the regular day's business carried on in the ordinary manner. Sale or no, there are many items in every large stock of general merchandise that must of necessity be sold at a price yielding a smaller net profit than is the store's general average. Every day items are sold—at regular prices too—on which the net profit is at or near the vanishing point. Some items, on the other hand, bring net returns larger than the average which the store is bound to have if it exists; and thus the net profit on the selling volume as a whole

is something near where it should be.

"A special sale operates on exactly the same principle except for the fact that the reduced prices tend to keep the net profits down to a figure lower than the average; but this latter result is minimized in a measure by the larger volume brought in by the sale. Some people, including some rather well informed merchandisers, seem to think that a special sale indicates, *per se*, inherent weakness on the part of the store using it; that prices are ruthlessly slaughtered and that the store insofar as net returns to itself are concerned, is actually giving away its goods. This view, as it relates to the sale put on with due regard to the principles of ethical merchandising, is an error. Such a sale, contrary to a somewhat general view, is good business and good sense.

"But the real test of this reduced price principle came with the big Economy Day Sale which we just conducted. It works under ordinary conditions but would it work this time? Frankly, we did not know. And what we found out, after this unusually pretentious effort, makes our faith in the economic use of the reduced price 100 per cent complete."

Mr. Kelly makes not the slightest attempt to disguise the fact that many of the special bargains offered in his Economy Day Sale with little or no direct profit in themselves were well known nationally advertised brands. Indeed a casual study of the twelve-page advertisement would furnish ample evidence of this, even though he were disposed to speak less frankly. These items, because of their reputation, were heavily featured; and no doubt they had a great deal to do with drawing such a multitude to The Fair that day that the services of 5,000 employees and twenty or more policemen were necessary. And the larger profits, Mr. Kelly admits with engaging candor, were realized from the lesser, known brands. But by no manner of means, he declares, were the legitimate interests of the manufacturers of these branded lines in any way jeopardized; on the contrary he

YOU CAN'T JUDGE Value

There's an object lesson in space buying in the holiday packages under the Christmas tree. Big ones, small ones, thin ones, tall ones, who can guess the value of their contents by the size of the packages? And who can judge a newspaper's buying power by the amount of its circulation?

The answer to both questions is "nobody" and though you will have to look into the packages yourself—we have investigated Greater Cleveland families for you.

The Knight Study of Cleveland shows that The News reaches a greater percentage of potential purchasers at the time when buying decisions are made than any other Cleveland newspaper

What you want for your advertising dollars are results. And it's buying power—not reading power—that produces them.



*by the
size of
the box*

THE CLEVELAND NEWS

Geo. A. McDevitt Co., National Representatives

FIFTY-FIVE

HAPPY

NEW YEARS

Billions of ems of bold-face, lightface and italic have passed through nimble fingers, and nimble machines; millions of folders, booklets, catalogs and magazines have flowed unceasingly through our beehive-busy presses since our first New Year's Greetings to you, our friends and customers, back in 1876.

ISAAC GOLDMANN

▲▲▲COMPANY▲▲▲

▲▲▲FOUNDED 1876▲▲▲

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE STREET—NEW YORK, N. Y.

▲▲▲TEL. WORTH 2-6080▲▲▲

It is our wish that every day numbered in the 1931 calendar will be a pleasant and prosperous one for you. We hope that the entire three hundred and sixty-five will add up to the grand total of another Happy New Year.

sees great benefit for the advertiser whose goods were thus offered.

For example, on that special sale day The Fair sold some 27,000 packages of well known advertised razor blades. These were sold, two to a customer, at a price yielding the store no net profit.

"But," Mr. Kelly adds, "all these blades were purchased from Mr. Gillette, 'Mr. Probak' and all the other manufacturers at the regular quantity price which we always pay. Thus these advertisers had an enormous outlet for that day at their usual percentage of profit; they had the full benefit of the great buying awakening which our advertising program created. And the same thing may be said of many other advertised items of which we disposed enormous quantities during the sale.

"In other words, we bought these goods at the same price we would have paid to the manufacturer if we had been going to retail them at the full retail price which is theoretically asked for them—35-cent toothpaste for 35 cents, 50-cent packages of razor blades at 50 cents, \$150 radios at \$150 and so on.

"Wherein is there any injustice to the manufacturer in this sort of merchandising? Even though we may grant that sales of similar merchandise sold in smaller stores at full retail prices may have been interfered with momentarily, the manufacturer still benefits from the increased volume which the larger store is able to give him."

But what is the manufacturer's attitude toward this sort of thing? Does he share in the belief of The Fair management—and ostensibly that of other large department stores—that he stands to benefit from the sale of his merchandise at a reduced price, even though he himself pays none of the cost of such reductions?

"The best answer I can make to that question," Mr. Kelly replied, "is to say that in all the years I have been in business on State Street I have received only one protest or objection from a manufacturer because we did not sell his goods at the full and conventional retail price. During a cer-

tain sale we featured Sheaffer pens at a price below the regular retail figure. The manufacturer sent people into the store, one by one, and bought up our entire stock of the pens. But this case, which was rather exceptional on account of unusual circumstances which I do not need to detail here, was absolutely the only instance where a manufacturer raised the slightest objection to our use of his goods for sale purposes.

"On the other hand, you would be intrigued, and perhaps somewhat surprised, if I should relate to you the names of many manufacturers of nationally known brands who have come to us with propositions that we merchandise their goods on this very basis—even to the extent of offering us inside prices. A manufacturer has his inventory problems the same as the rest of us. The retailer or the jobber may find himself possessed of more merchandise than he can move, owing to the sudden development of economic or trade conditions over which he has no control. The manufacturer may over-produce for the same reason. Hence either of the three is justified in taking the obvious course which will enable him to pull down his inventory.

"Of course if we used devious or underhanded methods of stocking advertised brands at what might be termed bootleg prices, if we used our buying power to bully the producer into selling us goods for special sale purposes at a figure that would enable us to offer a sensationally low selling price and still make a fair profit, the story would be altogether different. In this case an uneconomic factor would be injected and a pronounced injustice forced upon the manufacturer and the small retailer. But when we sacrifice a part or all of our own profit margin, without any interference with that of the manufacturer, we have brought about a strictly economic situation in which ourselves, the manufacturer and the consumer are beneficiaries. The manufacturer gets his regular profit with an additional outlet; we get

the benefit of the consumer acceptance which the advertiser has created, draw more people to our store and, through selling a general line of goods, equalize a part of our profit loss on the advertised items; the consumer gains through purchasing the goods at the lower price which our operations make possible."

Mr. Kelly believes that if prices are maintained by law, the large retailer will be forced more and more into private brands and that the manufacturer will have to look to the smaller stores for the larger part of his outlet. There are plenty of objections that might be raised to his theory. Doubtless there are many who will say that they could shoot it full of holes and perhaps they could. But here is a merchant who is an unemotional thinker as well as a real performer. As such his words are bound to carry weight.

"The only ones who would possibly be benefited by the passage of the Capper-Kelly bill," he says, "would be the manufacturer and perhaps the small retailer; but the millions of people throughout the country who buy merchandise would derive none. And the possible benefit to the manufacturer is to be questioned.

"For example, it is my recollection that when Listerine was placed on the market the manufacturer tried to establish a price of \$1 per bottle for the large size. Today it is sold at from 57 cents to 75 cents per bottle. Do you believe if the producers of Listerine were to attempt to put the price back to \$1 per bottle they could maintain their present high sales level?

"The same reasoning applies to any other article for which a demand has been established by modern merchandising and by dealers who are willing to accept a small profit in order to effect a larger volume of sales. Meat packers are said to be earning 1 cent on each dollar of goods sold. Were they to attempt to raise their profits to 5 cents on each dollar of sales, is it not fair to assume that the consumption of meat would be reduced to a degree that might pull

down the volume of profits made by the packers to a point well below that very small net which they are alleged to be making at present?

"I have never heard of a customer who objected to buying reliable merchandise at a very low price and doubtless I never shall."

Sales Staff of "The American Weekly" Holds Meeting

The third annual meeting of *The American Weekly* sales organization was held, recently, at New York. One day of the three-day session was devoted to reports by division managers concerning the business situation in their individual territories.

The meeting was under the personal direction of Mortimer Berkowitz, general manager of *The American Weekly*, assisted by M. C. Meigs, vice-president at Chicago, and the following territorial managers: W. C. Spargo, Eastern manager, New York; J. B. Meigs, Western manager, Chicago; F. C. Brown, Michigan State manager, Detroit; R. S. Shapira, Cleveland; Leon W. Stetson, Boston; R. M. Dodson, Atlanta; J. M. Price, St. Louis; F. S. Allen, Los Angeles, and Coulter McKeever, San Francisco.

Among those who addressed the sessions were Ralph Starr Butler, vice-president of the General Foods Corporation; C. R. Palmer, president of the Cluett, Peabody & Company; Turner Carrens, sales manager of the Norwich Pharmacal Company; Dr. Daniel Starch, Arthur Brisbane and Morrill Goddard, editor of *The American Weekly*.

F. R. Coutant Starts Own Business

Frank R. Coutant, for the last four years research director of Young & Rubicam, Inc., New York advertising agency, and, before that, with N. W. Ayer & Son, Inc., at Philadelphia, has established his own business at 25 West 45th Street, New York. He will specialize in market research surveys for advertising agencies and investors, and in the preparation of direct-mail advertising.

Appoints Porter Corporation

The Hubbel Products Corporation has appointed The Porter Corporation, Boston advertising agency, to direct its advertising account. Newspapers in New England and New York State, as well as direct mail, will be used.

Appoints Roche Agency

The Free Wheeling Patents Corporation, South Bend, Ind., has appointed the Roche Advertising Company, Chicago, to direct its advertising account. Newspapers will be used.

Something Has Happened In PITTSBURGH

Sun-Telegraph Gains in Department Store Advertising For Eleven Consecutive Months

Without a break, the Sun-Telegraph has shown a gain every month this year, in Department Store advertising. For the past nine months*, the monthly gain has averaged 56,819 lines per month. During the same nine-month period, the Press and Post-Gazette have lost every month but one.

For the first eleven months of 1929, the Sun-Telegraph carried 35.6% of all department store advertising published in Pittsburgh newspapers. In 1930, for the same period, it carried 44.7%,—a gain of 9.1%. For the same periods, the Press dropped from 46.2% to 38.4%; the Post-Gazette dropped from 18.2% to 16.9%.

	Sun-Telegraph	Press	Post-Gazette
March . . .	68,147	37,507	26,818
April . . .	159,882	50,334	11,797
May . . .	33,000	67,153	11,368
June . . .	50,939	23,334	9,157
July . . .	7,191	49,153	47,247
August . .	14,375	41,749	36,475
September .	21,262	76,974	26,667
October . .	73,782	29,893	625
November .	82,796	16,896	15,016
Total—	511,374	292,325	155,138

Bold Face figures represent gains; light face, loss.

*During January and February, seven of the largest Department Stores refused the Press advertising columns. Due to this unusual condition, the Sun-Telegraph offers no comparative figures for these months. All figures by Media Records, excluding only Press "stuffer section" linage.

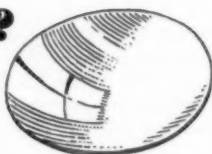
PITTSBURGH SUN - TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

COULD YOU PUT THESE T

IN THEIR FRAMES

CORRECTLY?



IF you took the lenses from your glasses and shuffled them could you put them back where they belong? Could you tell which lens is for the left eye and which for the right? Could you set them at their proper axes so your vision would be properly focused? Your oculist could—for he is a specialist.

Selecting the right newspapers to insure covering the whole rich Boston market is just as painstaking a job as choosing the correct lens for each of one's eyes. First, you must know there are two distinctly different audiences to reach in Boston Second, you must *know* that each audience is definitely prejudiced to its own particular type of newspaper Third, you must *know* each type of newspaper is built as exactly for its individual patronage as each of one's lenses is ground for an individual eye.

BOSTON



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Boston's two audiences are distinct and separate by
ue of centuries of training, habit, tradition, environment
point of view. It is impossible to cover these two groups
h one newspaper. To appeal to but one is to divide your
vest in this fourth largest American market in half.

The Boston Herald-Traveler is the only newspaper read
one of these Boston audiences—this is that part of
oston's three-million market which experience has proved
be the most valuable unit of newspaper circulation in
ation to value of unit of sale.

The other Boston audience is reached through the
umns of the other three leading Boston dailies.

To cover Boston select the Herald-Traveler—which car-
the largest advertising lineage of any Boston newspaper
and any one of its three leading contemporaries.

Eight years the Herald-Traveler has been
National Advertising, including finan-
automobile and publication advertising
among Boston daily newspapers.

Advertising Representatives:

GEORGE A. McDEVITT CO.

New York Chicago Philadelphia Detroit

HERALD-TRAVELER





IN LOUISVILLE

Ignoring the temperature of 14 above zero, over 100,000 people lined the route of the First Annual Christmas Carnival Parade—a six-mile procession of the employed of Louisville celebrating the advent of the Christmas season on November 28th.

The merchants of Louisville, the sponsors of this celebration, selected these papers as the official medium for the advertising of the event because they knew that this is the only medium thru which Kentuckiana (practically all of Kentucky and a large portion of Southern Indiana) can be reached at one low cost.

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

THE COURIER-JOURNAL

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

THE LOUISVILLE TIMES

MEMBERS OF THE 100,000 GROUP OF AMERICAN CITIES

Why Southern California's All-Year Club Increased Its Advertising

The Current Campaign Puts Travel in a Package and Tags It with a Price

By Don Thomas

Executive Secretary, All-Year Club of Southern California

MANY business men have asked us why the All-Year Club's tourist advertising has been increased this "hard" winter, and some have said, "We admire your faith."

But the fact is that the All-Year Club was born in a slump, the bad year 1921, to overcome lack of summer tourist business. Its appropriation has been increased every year since then, at an average rate of 8.3 per cent. This winter's increase meant sticking to the program, and finding some way of making advertising specially attractive in appeal.

Since last June, we have been working hard to develop the plan upon which 1930-1931 tourist business is sought, and of which advertising is just a part.

This plan puts travel in a package, and tags it with a price. By careful checking, we have arranged a full thirty days' winter tour of Southern California for as little as \$215, including hotels and meals. This minimum is honestly figured. The trip can be made in comfort, and with leisure. It is exactly pictured and priced in a rotogravure booklet, sent to inquirers.

When the stock market crash came, in November, 1929, we looked to see whether tourist business was just a prosperity affair, or had real stability. Somewhat to our astonishment, it held firm through last winter, and into the summer of 1930. There was a slight drop over 1929, but it was above general business.

So, last March, our advertising committee started laying plans. We assumed that the depression would last through 1930. Therefore, a "price market" could naturally be expected among buyers of pleasure travel.

Regardless of business conditions, we knew that thousands of persons would be able to winter here, and spend from one month up, if we could show them that it would cost no more than staying at home.

Study of what we had to sell showed that we could bid for travel at a price. The cost of a winter vacation here is more reasonable than most persons think. Transportation carriers, through their national advertising, have made the public familiar with fares. But people do not know how much will be needed for housing, meals and sight-seeing, and often feel that these make up the heaviest expense.

We went to work on that concealed expense, and found it surprisingly low, because through ten years of travel advertising, Southern California has built up a great plant for catering to tourists, in operation all year round, and markedly lower rates are possible than with a "one season" plant. Value per dollar is also greater, because an all-year plant has more substantial buildings, its trained personnel is kept together, and the natural attractions of the region are, of course, more thoroughly developed.

Extending the Season for Tourist Travel

When we started in 1921, tourists came chiefly in winter, for about two months. We had no summer visitors, though when expressing a preference, most residents favor our summer climate. In nine years of national advertising, our summer visitors were increased from practically none in 1921 to a total in excess of 500,000 last summer.

The first advertising appropria-

tion was \$46,000. With progressive increases each year, this now runs well past \$500,000. During the last five years the increase has been around 8.3 per cent.

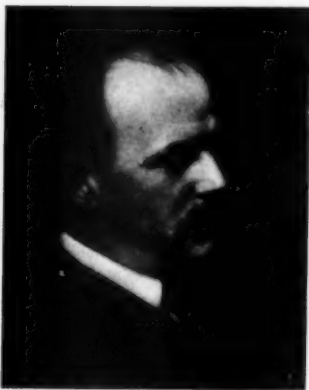
Results per dollar's advertising expenditure have been steadily increased through vigilant checking of results. Curiosity inquiries have been reduced to the minimum.

Angles on Space Buying

Horse Sense and Careful Analysis of Editorial Appeal Are Best Guides—
Third Article in a Series

By C. C. Provost

Secretary-Treasurer, Cutajar & Provost, Inc.



Fin Lauffer

C. C. Provost

IN a country where carpenters sometimes ride to work in Cadillacs and millionaires often pilot their own Fords, it is extremely difficult for a space buyer to put his finger on the real sources of purchasing power.

To add to the confusion is a mass of statistical matter on media which very frequently "proves" impossible things.

Persuasive publishers' representatives come to us bearing figures clearly indicating hundreds of thousands of reader prospects for products which only thousands can buy.

Some publishers' circulation surveys show an interesting percentage of readers on the right side of the railroad tracks when our own careful estimates of the editorial quality of the magazines in

question tell us that this cannot possibly be so.

Not long ago I was the amazed recipient of the results of a nationwide questionnaire which proved that the readers of one publication bought more of a certain branded product per annum than the factory which fabricated it could turn out in eighteen months.

May Allah help us when the new census figures are finally interpreted to the complete satisfaction of the mass and class publishers alike.

Then it will be more apparent than ever that the man who cannot analyze the quality of circulation by the editorial tone of a medium has no right to buy space. This does not mean that all the excellent data which are now available should not be considered. It only indicates that space buying is still more of an art than a science and that unless we have a proper understanding of the editorial quality and level of appeal of a publication, we are like mariners without a compass, on a boundless sea of statistical data, which will finally submerge our little ship of straight thinking, waterlog our common sense and also drown all of our mental processes.

Horse sense and a careful analysis of editorial appeal must always guide us. For circulation seeks its own level and editorial contents determine that level.

If advertising agents have the ability to judge the definite appeal of a piece of copy, they should also have the aptitude to judge the appeal of editorial matter.

Florida's Winter Vegetables

Florida supplies the nation with fresh vegetables during the winter months when other states are covered with ice and snow. Most of this supply comes from the Tampa trade area. The value of these crops is estimated at \$25,000,000 for this season Another stable source of income distributed among Tampa Tribune readers.

1930 Federal Census

Tampa and Suburbs	119,000
Jobbing Trade Area	750,000



TAMPA, FLORIDA

The Beckwith Special Agency, National Representatives:
New York, Philadelphia, Detroit, St. Louis,
Kansas City, Atlanta and San Francisco.

The Sawyer-Ferguson Company
Chicago Representatives



MERRY CHRISTMAS!



At 30 neighborhood-church-centers the Daily Times brought Christmas to the children of the poor. Gathered around the Christmas tree in the familiar surroundings of their neighborhood churches, 4,366 children munched 1,750 pounds of candy, clutched 6,896 toys and dolls, got the meaning of Christmas in a year of depression and hard times.

The contributions of Daily Times readers, the tireless efforts of many good ladies among the Daily Times' friends made these parties possible. It was a good work, as the children can say! Its success testifies to the close sympathy between a newspaper doing a constructive job and its readers.

DAILY  **ILLUSTRATED TIMES**
CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.

Palmolive Bldg., Chicago

295 Madison Ave., New York

Manufacturer Must Pay for His Own Missionaries

Jobbers and Retailers Won't Give Up Part of Their Profits to Help Build a Market for a New Product

THE MANTLE LAMP COMPANY
OF AMERICA
CHICAGO

Editor of PRINTERS' INK:

As a subscriber to PRINTERS' INK, we take the liberty of inquiring whether or not there is any information available bearing upon "missionary work" done for jobbers by manufacturers where the manufacturer charges back to the jobber a commission on orders turned over to the jobber.

We expect to place on the market a new product soon and more than likely will distribute it through jobber channels. The product, being unknown, will need some missionary work. We have our own sales force selling other products direct to retailers and the thought occurs to us that we might utilize these men on missionary work on this new product; but it seems only fair that the jobber should help defray this expense and could hardly expect full discount on orders solicited by our missionary men and turned over to the jobber.

If this has been done, you no doubt can refer us to some source where we might obtain more detailed information.

Thanking you in advance, we are
THE MANTLE LAMP COMPANY
OF AMERICA,
BERT S. PRESSA,
Vice-President.

IT is our belief that Mr. Presba would not be able to translate into affirmative action his thought that the "jobber could hardly expect full discount on orders solicited by our missionary men and turned over to him." The jobber not only could, but would and will, expect and demand such discount—at least until a market for the new product is established.

When a newly brought out item requires "some missionary work," the doing of such work is squarely up to the producer of the merchandise rather than the distributor.

The manufacturer is naturally more interested than anybody else in obtaining retailer and consumer acceptance for his goods. And, even though the jobber and the retailer may be expected to benefit from the acceptance, they can by no manner of means be called upon to help defray the cost of building

the acceptance—the cost, in other words, of getting the goods onto the market.

Take, for illustration, the experience of the Pabst Corporation, in introducing Pabst-ett. This company, in its field, had built up a valuable reputation with its trade comparable to that now enjoyed by the Mantle Lamp Company of America with its line of Aladdin lamps. In merchandising processed loaf cheese over a wide area it had not only established itself strongly with the jobber and the retailer but had secured for its goods a high order of consumer brand consciousness. Under the workings of the well-known family-of-products idea, it could expect to have almost automatic acceptance for such new members of the family as it choose to introduce.

Yet, when it brought out Pabst-ett, what did it do? In the necessary missionary work that was needed it went farther back even than the retailer; it went to the consumer in a few selected localities and, after a preliminary advertising campaign, canvassed the consumer for orders which it filled through the local store at full profit to the retailer. This cost money but it was money well invested.

When K. K. Bell was general manager of the Calumet Baking Powder Company, he introduced his goods into new localities by maintaining highly organized crews of demonstrators and canvassers. These representatives went from door to door and actively solicited orders for baking powder, at 25 cents a can, to be filled through the local retailer at his usual percentage of profit. Far from asking the retailer to share in the expense in this missionary effort, however, Mr. Bell once told us that it cost his company upwards of \$1 to make each of these 25 cent sales.

These two examples are taken at random from a great many others that might be brought forward here to show that missionary work covering the introduction of a new product is invariably done by the manufacturer at his own expense, and sometimes the expense is good and heavy.

How far could Pabst and Calumet have got in their missionary work if they had made it contingent upon the retailer bearing a part of the cost? They would have made just about as much progress as would the manufacturers of Kitchen Klenzer in attempting to persuade Chicago retailers to underwrite part of the cost of cracking open that market.

When Fitzpatrick Bros., Inc., tried to secure an opening for Kitchen Klenzer in Chicago they faced almost heartbreaking competition. But they went out into the highways and hedges so to speak and, through earnest and thorough missionary work, literally created a demand which they turned over to local jobbers and retailers. Some of the jobbers were not particularly happy over the development, by the way, inasmuch as it interfered with the outlet for their private brands; but that is another story. The point is that the Fitzpatricks necessarily and properly defrayed the entire cost, even though the market they thus built up was profitable and desirable for the jobber and the retailer.

It would have been just as reasonable for either of the three companies named to have attempted to have the retailer bear a part of this missionary effort as for Mr. Presba's company to make similar representations to the jobber in relation to the item it expects soon to introduce. Of course nobody would even think of attempting a thing of that kind with the retailer, but to try it with the jobber is precisely the same process under another name. Jobbers are not interested in markets that are going to be; they want markets that are. The manufacturer, to put it another way, is much more interested in cultivating the jobber than is the jobber in establishing

relationship with the manufacturer.

In other words, the jobber, being essentially a distributor regardless of the many high-sounding phrases to the contrary that may be employed, is willing enough to take over a market after it has been built. But he is neither going to build it himself nor sacrifice even a modest percentage of his commission to help recompense the manufacturer for the cost of such building.

Looking at the thing from an idealistic standpoint, perhaps he should in view of the admittedly superior results for all concerned that could come from united efforts in the beginning. The cold fact remains, however, that he won't. And this being so the manufacturer who aspires to bring out a new product just about has to proceed on the assumption that the whole merchandising world is against him until he establishes at least a measure of acceptance for the commodity.—[Ed. PRINTERS' INK.]

Changes Name to Runkle-Thompson-Kovats

The Shackelford-Runkle Company, Chicago printer and advertising typographer, has changed its name to Runkle-Thompson-Kovats, Inc. The three principal members of the firm, Veri L. Runkle, Robert B. Thompson and Harry O. Kovats, continue as before. Fred G. Schreiber, formerly production manager of McCann-Erickson, Inc., at Chicago, and before that with the Potts-Turnbull Company, Inc., and Lord & Thomas and Logan, Inc., has joined the staff of Runkle-Thompson-Kovats, Inc.

H. C. Knight Heads New England Council

Harry C. Knight, president of the Southern New England Telephone Company was elected president of the New England Council at its annual business session held at Hartford, Conn., on December 19. He succeeds Redfield Proctor. John S. Lawrence was re-elected treasurer and Dudley Harmon was re-elected executive vice-president.

C. O. Rawalt with Newcomb Agency

C. O. Rawalt, formerly with James Gray, Inc., New York, and prior to that with the New York *Herald Tribune*, has joined James F. Newcomb & Company, Inc., New York advertising agency, in a sales and promotion capacity.

Making Industrial Direct Mail More Effective

The Byers Machine Company Developed Its Distributors' Interest in Direct Mail by Fitting Their Businesses into Each Mailing Piece

By L. T. McGuire

Assistant Sales Manager, The Byers Machine Co.

PRODUCING effective direct mail on a limited budget and making the distributor organization vitally interested in it, is the bugaboo of many industrial advertisers. Coverage—response—keeping the agents interested—these problems loom up big and the easiest way out (through large appropriations) is a closed route.

One answer to what-to-do under such cramped conditions has been worked out by The Byers Machine Company, Ravenna, Ohio. Byers sells heavy excavating machinery through territorial distributors who hold the key to effective direct-mail tie-up in their mailing lists. These distributors have always considered their lists of prospects as a major asset and have been reluctant to let them out of their possession.

The problem, then, was to make positive that all direct-mail literature sent in bulk to distributors was mailed out to the prospects. We were fairly certain that this problem had never been satisfactorily solved and that about 50 per cent of the material was being wasted.

Distributors, being primarily salesmen, consistently under-rated the benefits of this material in favor of direct effort. The fact that their imprint was on every piece rarely detracted from the feeling that their job was to close deals and not pay postage and mailing costs for manufacturers' advertising.

The expediency of buying a mailing list and sending literature from the factory was considered but set aside. This was because duplicating every name on every one of the lists which distributors held so sacred and from which

CONCRETE & CEMENT
MASONRY
ROCK CHIPPING
PLASTER

Mersons Limited

LOCAL CONSTRUCTION LIMITED
MONTREAL

The Local Construction Ltd., progressive contractors of Montreal, recently tested their Byers 12 ft. shoring on a tough street grading project. Byers stood the test. Here's what these fellows say about the Byers Shoring.

Mr. Mersons Limited,
c/o Phillips Place Building,
Montreal.

Dear Sirs:— RE: **BYERS BUTED SHORING.**

We have been using our new BUTED Shoring in street grading for the past two months.

The greater portion of this work has been very severe. On one particular street we encountered a condition of heavy boulders and the street had been macadamized and concreted. We were surprised at the ease with which the BUTED Shoring set this condition.

We are pleased with the speed and economical operation, and, while we have other shoring, we consider the BUTED has given itself to be the best shoring we have.

Yours very truly,
LOCAL CONSTRUCTION LIMITED
Montreal

WEIRD attractive and profit earning features make Local Construction Ltd. pleased with their shoring. The same advantages are interpreted in a complete line of Byers shoring and cranes. One of these will suit your needs. Stop not investigate! Write or call us for catalogue or information. We'll be glad to serve you without obligation.

Yours very truly,
Mersons Ltd.

Mailings Were Sent Out Under the Distributor's Own Letterhead and Over His Signature

they arranged many of their calls would require a circulation about two and a half times larger than the actual total of the distributors' lists. The limited budget could not stand this increased expense.

The key to effective direct advertising on a limited budget was found in the plan of circularizing

each distributor's "clientele" in between their personal visits, rather than broadcasting the literature to many who stood only a limited chance of ever being called on.

It must be understood that, in selling heavy contractors' machinery, advertising is used to precede and follow up calls rather than stimulate demand. To circularize a group on which the salesmen never called would undoubtedly do only a small part of the job even though return cards came back occasionally. Therefore, it was necessary to make the distributor want to send out the company literature.

Overcoming the distributor's lack of interest consisted of partially diverting the copy theme from the manufacturer's story to that of helping distributor to sell the idea of his business in each mailing.

This required a certain amount of special copy for each mailing to each of twenty-six distributors throughout the United States and Canada. The task was simplified, however, by asking each distributor what chief idea about his business he wanted featured in the next mailing. Here are a few of the suggestions made by these machinery distributors:

1. Recent sales of Byers equipment to prominent companies in their territories.
2. Current repeat sales.
3. Large number of Byers machines owned by various companies.
4. Good jobs that particular machines in the territory are doing.
5. Testimonial letters received from customers.
6. Length of time the distributor has been in business handling Byers line.
7. Manufacturer's parts depot at distributor's warehouse.
8. In certain cases, advantages of location close to the factory.

The most important discovery was that a definite dealer interest was awakened as soon as we offered to tell his business story along with the manufacturer's in each mailing. Of course, this was a natural reaction on his part and we were willing to promote this plan because it more nearly insured the elimination of waste copies.

The personalized copy for each territory was played up on the first page of the mailing as a letter under the distributor's letterhead and over his signature. Letter and signature were processed.

With this innovation, an immediate interest was noticed from all quarters of the country. A greater proportion of every bulk mailing was actually sent out.

Almost immediately, the distributors were ready for the next step in the Byers program, which consisted of offering to perform mailing operations at a central office for all distributors, charging them slightly more than the cost of envelopes, stamps, service, and personalizing the return card enclosure. This feature had a strong appeal.

All but four of the active distributors sent in their mailing lists readily. They were quite willing to pay for this service. What a change! In the space of thirty to forty days, they suddenly wanted to have the literature used, were willing to defray the cost of personalizing, and glad to place their lists on plates at the central office.

R. E. Seiler Organizes Own Newspaper Service

R. E. Seiler has organized The Seiler Newspaper Service at Los Angeles, an advertising service for newspapers. In addition, he has become associated with the Los Angeles Times as advertising counsel with direct charge of its classified advertising. Mr. Seiler was for fourteen years, with the Hearst Newspapers. During the last five years he has been general manager of classified advertising of all of the Hearst Newspapers.

Oliver Farm Equipment Elects C. R. Messinger

C. R. Messinger, president of the Chain Belt Company, Milwaukee, will assume the presidency of the Oliver Farm Equipment Company, Chicago, on January 1. M. W. Ellis, who has been president, becomes vice-chairman of the board.

HyViS Motor Oil Account to Bayless-Kerr

The Fred G. Clark Company, Cleveland, has appointed The Bayless-Kerr Company, advertising agency of that city, to direct the advertising of HyViS Motor Oil.

New Books on Advertising and Otherwise

Advertising Art, Exporting, Voluntary Chains, Copy and Overproduction Are Subjects Covered in Current Publications

NINTH Annual of Advertising Art. (Published for the Art Directors Club of New York by the Book Service Company, New York). The Art Directors Annuals (which contain reproductions of the exhibits in the club's annual shows) have come to occupy a leading place among the indispensables in the advertising library. The current Annual, with its foreword by Henry Eckhardt, is better than any of its predecessors in almost every particular. It has more reproductions in color than previous Annuals and quite avoids giving the impression of being thrown together rather hastily, an impression which detracted from the value of some of the early Annuals.

The service which the Art Directors Club of New York has done for American advertising art cannot be overestimated. Its greatest service has been its yearly exhibition which has given advertisers an opportunity to measure their art against the best work of other advertisers. Anyone at all interested in the vital subject of advertising art can hardly afford to be without a collection of the Annuals.

Voluntary Chain Stores and How to Run Them. By Craig Davidson. (Harper & Brothers.) As the title implies, this is a manual of voluntary chain-store operation. Such a manual, of course, will have a special interest for wholesalers and independent retailers. However, any advertisers who are selling in the food and drug fields will find much of value to them in this book. They will be particularly interested in the two chapters, "The Private Brand as a Voluntary Chain Weapon" and "Whither Is the Parade Headed?" These chapters are written, of course, from the voluntary chain point of view but in spite of this are remarkably un-

biased and thus will give the advertiser a good picture of the philosophy on which voluntary chains are being built.

Advertising and Selling Abroad. By F. R. Eldridge, executive vice-president, American Manufacturers Export Association. (Harper & Brothers.) A valuable contribution of the rapidly growing body of literature of American exporting. The writer's view of exporting is admirably explained in his preface where he says:

We are familiar with that philosophy which professes a belief in universal selling appeal and selling method. It holds that human emotions are the same the world over and that a good can-opener will appeal to everyone everywhere. . . . This philosophy proclaims, in effect, that the chief effort of the manufacturer should be concentrated in making a better article more cheaply than anyone else. He should do this either by reducing overhead through mass production or increasing production through highly paid workmen efficiently operating labor-saving machinery. With this objective of the producer we are thoroughly in accord.

We do not subscribe to the corollary so often expressed, however, that with such a product, selling abroad is a routine matter. . . .

In many places in the world, selling is still a matter of creating desires for things which we in the United States have long since adopted as routine. In too many places it is not a question of convenience or time saving that constitutes a selling appeal. Nearly half of the population of the world is still living so near to starvation that such an appeal cannot possibly move them.

A study of their actual living conditions and an adaptation of the selling appeal to their real economic status is therefore essential. Coupled with this a study of existing local methods of distribution abroad and the mapping out of an advertising and sales campaign suitable for each region is most necessary.

Readers of **PRINTERS' INK MONTHLY** have already enjoyed in the December issue Mr. Eldridge's remarkably concise outline of a foreign sales campaign which

This message—addressed to the business men who will underwrite 1931 advertising—appears in the current issue of The Business Week.

WHEN THE MOST IMPORTANT BOARD IN AMERICA MEETS

4:00 P.M. THURSDAY . . . the board has met . . . you and your 74,999 fellow leaders of business . . . the most important board in America! For, in your hands, lies the direction of most of the nation's billions of business investments.

FIFTY-TWO TIMES a year, you assemble through these pages to consider the minutes of your weekly activities. You make the news—you, and your fellow leaders of business. And each of you must keep abreast of what the others are doing.

NATURALLY, you keep up with day-by-day events of the world at large:—politics, sports, music, theatre, unusual occurrences . . . these are the spice of life. But you, yourself, have selected us to do a different work. From us you seek all the worthwhile news of the business world, interpreted without bias; handled fast enough to guarantee its usefulness.

GETTING THIS NEWS to you is a difficult job; but highly interesting. It means that our news and editorial staff, built to serve you, must be a rare combination of fast-working reporters and deep-digging practical economists. It means that our men must follow leads, generally not covered by other

news-men—far-flung activities which so often subtly affect the status of your business. It means that we must develop and follow through on news that is often missed, or casually noted by the daily press.

SCAN THROUGH this very issue. Note how much vital data the past week held for you which you did not find in any other news service. Observe the competent, unprejudiced attitude with which all such items are set forth. Then, consider the amount of special foreign cable news, summarizing so succinctly the outstanding business happenings of the whole business world.

SUCH CAREFULLY assembled, sifted, analyzed and interpreted news every seven days, represents a tremendous degree of co-ordinated effort from the editors and staff of *The Business Week*. Spot news which will interest you, finds our presses still open late Thursday afternoon. Friday, the complete journal is in the mail.

A COSTLY ENTERPRISE? Frankly, yes! Three times 75,000 subscribers would not begin to pay for the cost of putting forth such a publication. Still, we are not interested in obtaining a large mass audience . . . for *The Business Week* would not appeal to the general run of men and women. And, we aren't going to change our editorial policies.

WHAT WE DO DESIRE, is your recognition of the value our outstanding readership offers for your own advertising. Can you find any better medium in which to detail your sales story to the 74,999 business leaders who, like yourself, dominate the bulk of purchases made in this country?

COME DOWN AND READ OUR MORNING MAIL

NO—that's not a trick caption! It's an actual invitation to any advertising man who would like to make an interesting test. Pick your own time, go over the average run of mail that comes into the circulation department of *The Business Week*.

THE NAMES, addresses, positions, and business connections of these subscribers will amaze you by their consistent dominance. Some advertising men with open minds have already made this test—and were convinced. They found evidence of reader leadership they hadn't seen elsewhere. Come down, anytime. The address is 10th Avenue and 34th Street, New York City.

AND . . . if you are not a New Yorker, we'll try to bring just as vivid proof to your desk. Pick your own dates and we'll gladly send you duplicates of the mornings' subscriptions of those dates . . . or any other evidence you need to verify the quality of *The Business Week* circulation.

THE BUSINESS WEEK

McGraw-Hill Publishing Company, Inc., New York

was reprinted from Chapter XII of "Advertising and Selling Abroad."

Copy Technique in Advertising. By Richard W. Surrey. (McGraw-Hill Book Company, Inc.) Mr. Surrey, well known to readers of PRINTERS' INK, here gathers together a number of articles which he has published together with a great deal of hitherto unpublished material to make a book of value to the copy writer who is afraid of acquiring the glib, professional gift of writing which unquestionably has a deterrent effect on far too many advertisements.

Section I of the book deals with the subjects of copy synthesis and a classification of copy sources. Mr. Surrey has classified his copy sources by the Dewey system with the result that he has created a valuable reference list for copy writers. Such a list, of course, is poison in the hands of unskilled writers because it tends to reduce the writing of copy to a formula, a process which the author himself decries vigorously. In the hands of the skilled and appreciative the list should be a real help.

The second section of the book is made up of random essays on copy subjects. Among these is a particularly interesting discussion of thin words, those words which, by constant use, have worn threadbare. Among these words Mr. Surrey lists such old advertising favorites as "standard, performance, greatest, distinctiveness, unique, invaluable" and ninety-four others of equal thinness.

This is a book to be enjoyed by those copy writers who are intelligent enough to appreciate an urbane style and an educated point of view.

The Menace of Overproduction. Its Cause, Extent and Cure. Edited by Scoville Hamlin. (John Wiley & Sons, Inc.) Another symposium, made up of individual chapters by leaders in various industries who discuss the subject of overproduction in their own fields. The industries covered are coal mining, oil, textiles (cotton, wool, silk and rayon), agriculture, radio, steel and advertising, with side glances at other industries.

The book, unfortunately, suffers under the weight of its own title which promises to solve a vast problem in the space of 202 pages. In spite of this handicap, the symposium remains an interesting discussion of a timely subject and offers a jumping-off point for those industrial students who wish to go deeper into the subject of overproduction and its twin evil, unemployment. Particularly to be recommended are the chapters by Thomas B. Hill, president of The Silk Association of America, Inc., A. D. Whiteside, president of The Wool Institute, Inc., Sir Henry Deterding, managing director of Royal Dutch Shell Companies, and H. S. Person, managing director of the Taylor Society.

Modern Advertising Art. By Frank H. Young. Foreword by Earnest Elmo Calkins. (Covici, Friede, Inc.) Mr. Young's earlier book on advertising layout is already a standard work on the subject and the author supplements it with the present work.

Mr. Young is a believer in sound modernism shorn of its freakishness and the many beautifully reproduced illustrations which make the book such an admirable case book of advertising art demonstrate his basic thesis that advertising art can be modern and, at the same time, effective for the advertising of almost any product the advertiser has to sell.

One paragraph in particular will illustrate the author's point of view. Incidentally, this paragraph might very well be put on vellum or any other durable substance and hung in the offices of a great number of artists and art directors.

Just because modern art makes use of the unusual, an advertisement should not be designed without sound reason, common sense and observance of the fitness of things. The enthusiasm for modernism must at all times be kept well in hand and the application of modern art should always be made by those who have thoroughly studied and understand its true principles and practical purposes.

"Modern Advertising Art" is particularly interesting today when we have passed through the measles and chicken-pox stage of the use of modernism in advertis-

ing art and have finally arrived at a period when we realize that distortion is not always good and effective art. Mr. Young has been particularly happy in his choice of illustrations, and the publishers have seconded him admirably by giving each illustration the high quality of reproduction that it deserves.

Is Advertising Today a Burden or a Boon? (The New Advertisers' Press, London.) A somewhat confused piece of special pleading against the "excessive prices of advertising space" in English newspapers. The material is presented in symposium form. Some of it was evidently written specially for this book. The rest quite obviously is chosen from random quotations from a variety of persons. Among those quoted are an Oxford reader, Wickham Steed and our own Claude Hopkins.

Like most examples of special pleading the arguments suffer both from a certain shrillness and also from a steadfast unwillingness to give the enemy, in this case the English daily newspapers, any credit whatever. The chapter by the Oxford reader is particularly interesting as a resurrection of all the familiar arguments to show that most advertising is an economic waste. There may be some excellent arguments to prove that English advertising rates are too high. If so, they are lost in the general welter of cross-arguments in a poorly planned book.

Modern Publicity, 1930. Edited by F. A. Mercer and W. Gaunt. (William Edwin Rudge, and The Studio, Ltd.) The seventh issue of an international annual of advertising and commercial art, formerly published under the title, "Posters and Publicity."

Naturally, the volume consists largely of reproductions. It views world advertising for 1930 in four major sections—England, France, Germany and America. The English section is introduced by Sir William Crawford, K. B. E.; the French section by A. Tolmer; the German section by Professor H. K. Frenzeli; and the American section by Earnest Elmo Calkins.

Of commercial art in America, Mr. Calkins writes, in part:

Modernism, or what is conceived to be modernism, has profoundly influenced American advertising design in both the pictorial treatment and the typography. A great deal that is merely eccentric, the attempt to be different, is wrongly classed as modernism, but principally the movement is an effort to shake off the old realistic treatment which has reached such a dead level of excellence in still painting as to render it difficult to give an advertisement by the old methods the distinction and individuality it should have.

The reader will be impressed, first, by the book's unusual format, its textual portions presenting unique effects in black and white.

Atherton Pettingell to Join Blaker Agency

Atherton Pettingell, who has been with the Rochester, N. Y., office of Lyddon, Hanford & Kimball, Inc., advertising agency, as a vice-president, will join the Blaker Advertising Agency, Inc., New York, on January 1. He was at one time with the World Wide Advertising Corporation, New York, and, before that, was advertising manager of the Regal Shoe Company, Whitman, Mass.

Voice-of-the-Sky Enters European Market

The Plane-Speaker Corporation, New York, manufacturer of Voice-of-the-Sky airplane broadcasting equipment, has completed negotiations for the use of its equipment in Europe. George W. McCauley, engineer of the Plane-Speaker company, has left for Milan, Italy, to supervise the installation of equipment. Oreste Poletti is European representative at Milan.

Studebaker Transfers W. E. Betts

William E. Betts, at one time advertising manager of the Studebaker Corporation of America, South Bend, Ind., and for the last five years manager of that company's Cleveland branch, has been appointed manager of the Studebaker branch at Los Angeles.

Appoints Mac Martin Agency

Lambert-Price & Company, Minneapolis, investment house, have appointed the Mac Martin Advertising Agency, Inc., of that city, to direct their advertising account.

Elected by Condé Nast

Sidney J. Weinberg, of Goldman, Sachs & Company, has been elected a director of The Condé Nast Publications, Inc., New York.

Miniature Golf Forced Itself Upon This Advertiser

How Market for Million Yards of Hair Felt Was Opened Because of Reputation Created by Advertising

By R. W. Clarke

NOBODY who is at all acquainted with the Clinton Carpet Company, of Chicago, manufacturer of Ozite rug cushion, will say that its advertising and general business-creating program is not thorough and aggressive. This company has hunted and fought for business wherever business was to be had.

It extended the market for Ozite from the hotel to the general trade, including the home, and has opened a market which has enormous possibilities. It thought it was overlooking nothing in the way of any possible market.

But it forgot all about the miniature golf courses. It did not even dream of selling more of its goods as a result of this new craze or whatever it may be called.

But the company has sold more than 1,000,000 square yards of hair felt to golf courses during 1930, and this is a lot of hair felt.

L. H. Regensburg, president of the company, sees in this an illuminating instance of the power of advertising, even though the advertising may not be directed specifically to the outlet that may be interested. Good advertising, he gladly admits, often reaches much farther than anybody imagined it could, extending out into markets the very existence of which the advertiser himself knew nothing.

"We obviously knew about the stampede to open miniature golf courses," says Mr. Regensburg, "but we saw no particular opportunity in this for ourselves until several course owners came to us of their own accord and purchased hair felts.

"As is probably well known, one of the greatest difficulties of the miniature golf course was presented by the problem of securing a playing surface that resembles

grass. Some bright individual realized that hair is like grass in many respects, and in one respect is better: hair is impervious to the elements and does not wear out.

"Up to this time, many substitutes for grass were tried out. It was pointed out to us (I admit that we were skeptical) that hair felt when colored green looks like grass and also has the springy, turf-like qualities of the regulation golf courses.

"To be sure of our ground, we first laid several courses of varying design and construction, first to learn what difficulties we would encounter, and second, what special requirements this new industry might place upon us. As a result of these tests, we produced a special type of felt made of goat hair.

"By now we were committed to the miniature golf market. I personally visited practically every course in the city. In my talks with course owners I learned which courses were profitable and what it is that the average player looks for in a course. From this beginning we launched our campaign on miniature golf course felts. Here was a new, unorganized, unpredictable market. How should we approach it?

Not One Yard Sold Direct

"Our first decision was an important one. We decided to sell the miniature golf course owner through our present floor covering dealers. Not one yard would be sold direct to the course owner. The miniature golf supply firms that have sprung up were included also, but these were too few and too scattered for us to make them the backbone of our distributing plan.

"There were hazards and there were difficulties in this decision.

But the principal reason for our policy was that we have always confined our sales to the regular dealer channels in the case of Ozite Rug Cushion, our best known product. Not even the largest hotel in the world could secure Ozite direct from us. Their order would have to go through a legitimate dealer. So we decided that we owed it to our trade to offer them an opportunity to profit by this new market.

"Would our dealers respond to this opportunity while it was still new? Or would we have to go through the long and costly process of education which might get us off to too slow a start?

"We sent out an announcement immediately to the 22,500 retail stores on our lists describing the new market and the product to meet it with. We received a number of inquiries at once. We were encouraged. As soon as we could, we sent out a more elaborate broadside describing the materials available and indicating the potentialities for aggressive dealers. We stressed the fact that evening hours could be used for this sales work, so that here was literally an extra profit available to those who went after it. We showed how indoor courses were being built in all sections of the country and were stimulating and stabilizing this new pastime.

"More than 300 dealers answered our second mailing. Hundreds more sent inquiries during the next few weeks. We were kept busy dispatching samples and price lists to all sections of the country. Orders were telegraphed to us for immediate shipment. Our salesmen were kept busy (almost too busy) giving advice on the correct layouts for miniature courses.

"We continued to experiment and improve our products. By this time we were offering two grades, the goat hair felt and a cattle hair felt as well. Curiously enough, the latter product proved to be too smooth! Balls rolled too swiftly on its surface so that players overshoot their mark.

"We recently perfected a new product which we call Slo-Rol. It

contains a mixture of four kinds of animal hair, specially blended to produce the surface as well as the body that we desired. While our previous felts were sold in their natural colors, Slo-Rol is already colored green, with a special coloring that adds resilience to the felt.

"By our aggressive sales efforts and by keeping in constant touch with this new industry, we sold more than 1,000,000 square yards of hair felts."

Mr. Regensburg is now more than ever a believer in the principle of consistent and general advertising. One never knows when and where the lightning is going to strike and what markets may be in process of creation for him.

T. G. Scrutchin with Reed Landis Agency

Thomas G. Scrutchin, formerly vice-president of Sellers Service, Inc., Chicago, outdoor advertising, has joined the Reed G. Landis Company, advertising agency of that city, as a principal. He will devote his time to copy and plan work.

J. D. Pierce Heads New Business

The Book Advertising Company, Inc., has been formed at New York, with offices at 461 Eighth Avenue, for the purpose of acting as an intermediary for the sale by book publishers of the space on their book jackets. Jonathan D. Pierce is president of the new company.

H. W. Hailey Agency Opens Phoenix Office

H. W. Hailey, Inc., El Paso, Tex., advertising agency, has opened an office at Phoenix, Ariz. H. W. Hailey is supervisor of the new office. W. T. Mithoff, assistant manager and secretary of the company, is now in charge of the El Paso office.

Sherley Hunter Joins Albert Frank

Sherley Hunter, formerly a member of the copy staff at Philadelphia of N. W. Ayer & Son, Inc., has joined the copy staff of the New York office of Albert Frank & Company, advertising agency.

New Account for Chesman

The Otwell Iris Fields, Carlinville, Ill., have appointed Nelson Chesman & Company, St. Louis advertising agency, to direct their advertising account.

What Groucho Says

Nowell Celebrates Christmas

YOU met Nowell in here once, remember him? Staccato talker. Crisp, all business. That's Nowell. Came in yesterday.

"Hello, Groucho! Merry Christmas!"

"Wat ya mean 'Merry Christmas?' Thought you were spilling gloom."

"Gloom's all over, Groucho, all over. So I say Merry Christmas! Tell you 'bout it. Our stock went down, drop, drop, plunk! Found about six false bottoms, dunno where the real bottom is yet. Don't care. Gloomed about it for a year. Gloom all over. Found stock price had nothing to do with sales. Sales reasonably good. Got ninety-five real value for each share stock. Sells for eight and one-eighth. Been buying some myself.

"Out'o'job guy came in with an idea, darn good idea. Said he'd spilled it on his own firm. They couldn't see it through the gloom. Fired him. Swelled his chest out, said: 'Nowell, I'm fired. Fired for a good idea.' 'Yeah,' said I, 'What's the idea?' Hired the idea and the guy. It's getting action. Action's all we need. Making a little money on it, too. Our people pepped up. What's the idea? Oh, just new outlets. Something like apples only different. Now fairly good sales are very good.

"America needs action. Can't enjoy peace and rest. When we rest we think we're dead. Too many fixers. Everybody's a fixer. *E Pluribus Unum* isn't our national motto. Why doesn't somebody do something about it? that's our eagle's favorite squawk.

"Me, hard up. Broker wired for five grand to cover. Fourth cover already on that bunch of junk. Gone feeling in my tummy. Same day my kid had a tooth. Worth the five grand, by gosh. Had a coupla hundred left after the five grand, went Christmas shopping. Why didn't I give it to the jobless? I did. Gave 'em a job making some more of the kinda stuff I bought. Best gift you can

give the jobless who want a job. Baby's tooth opened up a wad of a coupla hundred anyhow.

"Kinda tight thinker, I am, I guess. Wanta see where it's coming from and how, but hundred million who wanta work can't be wrong. They'll work. Me? I'm making love to Pollyanna. What's the odds whether paper assets are up or down? Here's to Pollyanna! That kid needs a boost. And here's to Santa Claus!"

And that my dear boy, is old tight-thinking, will-it-pay, Nowell. Been buying a few shiny tinsel balls myself.

GROUCHO.

Solder Firm Plans Larger Campaign

The Kester Solder Company, Chicago, manufacturer of Kester self-fluxing solder, has completed plans for a larger advertising and sales promotion campaign for 1931. The program includes the use of general magazines, farm papers, business publications and selling helps for jobbers and dealers.

Aubrey & Moore, Inc., advertising agency of that city, has been appointed to direct the account.

Appointed by "Hotel World" and "Hotel Review"

R. W. Davis, formerly publication manager of the *Institutional Jobber*, New York, has been appointed advertising manager of the *Hotel World* and the *Hotel Review*, of that city. G. A. Ahrens is Western advertising manager of these two publications with headquarters at Chicago.

W. E. Smith with J. Walter Thompson

W. E. Smith has resigned as vice-president of Alfred Decker & Cohn, Chicago, manufacturer of Society Brand clothes to join the J. Walter Thompson Company, Inc., advertising agency. He was, at one time, with the Curtis Publishing Company.

Munising Paper to Bates

The Munising Paper Company, Munising, Mich., manufacturer of Caslon Bond, has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account, effective January 1. Magazines, business papers and direct mail will be used.

THE BANKER IS IN YOUR PICTURE!



In every community the Banker has an active voice in the conduct of the businesses of that community.

How to Advertise in Times Like These

The year 1931 will see aggressive sales policies outlined by those businesses which know how to progress through the next twelve months.

Industrial advertising especially must reach and be read—by the key men who definitely influence plans and purchases.

Such men are the readers of the *American Bankers Association Journal*.

Ask us for a list of 100 or 1,000 subscribers and see for yourself the major businesses in which Bankers and Bank Directors are directing heads.

You can use the *Journal* in full page space each month during 1931 for a cost of \$3,000 and with definite assurance that your message will be read by the most important group in business today.

AMERICAN BANKERS
Association
JOURNAL

110 E. 42nd STREET NEW YORK CITY

EDITED BY JAMES E. CLARK

OF *you can*

IT IS ONLY HUMAN for an advertiser occasionally to challenge the necessity of including **THE SATURDAY EVENING POST** in his schedule.

Sometimes he tells us about it, saying with a kind of defiant pride: "I guess my business can get along without your magazine."

Bless your heart, of course it can! *But why should it want to!*

YOUR business can get along with inefficient buildings and equipment.

Your business can get along with old ideas stifling new.

Your business can get along with poor location, inept production management, uninspired sales direction, tepid advertising.

Many do.



THE SATURDAY

'AN AMERICAN

THE CURTIS PUBLISHING COMPANY

F COURSE n do without it!

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But the most progressive, most successful, most profitable businesses don't!

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ADMITTING that you can do without THE SATURDAY EVENING POST—where is the gain in denying yourself its unique and tested advantages?

why

Where is the wisdom in sacrificing *time, money, effect* in attempting otherwise to reach those intelligent and substantial American homes that The Post *does* reach—that hub *three-million-families-strong* that turns the taste, thinking, *buying* of the nation?

cient



The ablest advertisers settled all that long ago; they *use* The Post.

That is why this magazine stands head and shoulders above all others as carrier of advertising for the leaders of American business.

Y

EVENING POST

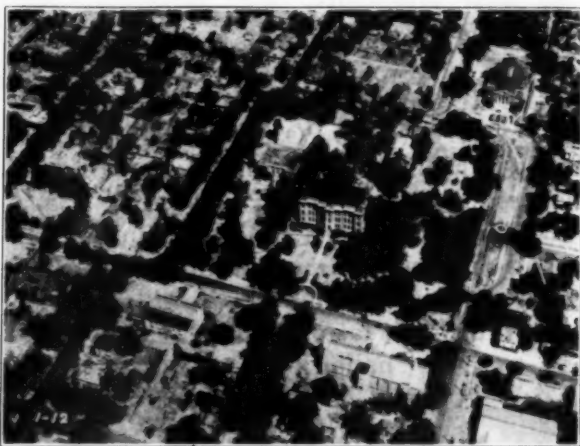
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INSTITUTION*

NY

INDEPENDENCE SQUARE, PHILADELPHIA

Central Illinois Contributes \$806,987 to Illinois Wesleyan University



The successful campaign closing December 20 reflects the fine cultural background of Central Illinois and the desire and ability of its citizens to support worthwhile institutions in good times and bad.

Illinois Wesleyan was founded in 1850, has 20 acres of campus, 11 buildings, a faculty of 60, an enrollment of 1,350 and 4,000 alumni.

The Daily Pantagraph

BLOOMINGTON, ILL.

CHAS. H. EDDY CO., National Representatives

NEW YORK

BOSTON

CHICAGO

Making Directions for Using Fool-Proof

What to Say on the Directions Sheet, or Label, and How to Say It

By A. J. Palmer

HOW to do a thing oneself and being able to impart that knowledge to another, require two different kinds of ability. Some people possess both, but most of us are endowed with one or the other.

On several occasions I have been unsuccessful in following the directions on products I was putting to a test for the first time. I was about to conclude that I possessed less than average intelligence, when I discovered that I had plenty of company. I was encouraged by the discovery that I wasn't quite so dumb as I had thought.

The merchandising chain is no different from any other in that the weakest link determines the aggregate strength. The plan of campaign, the product, the price, the packaging, advertising, display work, sales co-operation, may all be right, but after the product is in the hands of the consumer a single link bears the entire strain which spells success or failure. That is what I term the "How to Use" link. At that stage everything depends on the consumer's interpretation of the producer's directions.

Let us assume that a manufacturer appreciates the importance of co-ordinated activity all along the line from producer to consumer. Everything is planned for all major factors in the campaign to work in perfect harmony. The distribution is thorough, the advertising is adequate and packed with convincing salesmanship, the packaging is ideal, and the retailer actually enthusiastic. The ultimate consumer responds and makes a trial of the product, but results prove unsatisfactory. Apparently everything had been done to insure success, so why had the product failed to go over as it should?

The answer may be found in in-

adequate or misleading directions for its use—a minor factor when the campaign was in the planning stage, but surely a major one in its effect on the ultimate success of the product. Obviously, the method or methods of application were perfectly clear in the manufacturer's mind, but his mistake was in assuming that the public knew much more about his product than was actually the case. The manufacturer was so close to his product and its applications that he overlooked what he viewed as minor and obvious details, but which were of major consideration to the consuming public.

Since the success of a product depends on the results obtained by the consumer, it seems safe to assume utter ignorance on the part of the ultimate user and start from scratch, leaving out not the slightest detail. Furthermore, the directions should be displayed so prominently as to be practically forced on the attention of the consumer, as in this hasty age all too little consideration is given instructions of any kind.

Test Them

Perhaps the best plan for developing fool-proof instructions is for the producer to write out a set of directions as clear as he can possibly make them, then test them out on a number of individuals completely ignorant of the method of application. Men and women of various ages and degrees of intelligence, and even children, might be used.

Even so simple and common a thing as bicarbonate of soda may suffer from lack of adequate directions. A case in point is my secretary, who purchased the product of one of the best known manufacturing chemists. She bought two sizes. On one package there

were no directions whatever, on the other the directions were as follows: "As an anti-acid, $\frac{1}{4}$ to $\frac{1}{2}$ teaspoonful in cold water; large doses act as a laxative." But *how much* cold water—a tablespoonful or a glassful; and how large is a *large dose*—a tablespoonful or a quarter of a pound?

Some time ago I read the advertising on a replating compound which sounded so attractive that I responded with 50 cents for a trial package. I read the directions thoroughly and several times to make sure that I would use the compound as the manufacturer had intended, but I could not make it work. A double-check assured me that I had followed instructions to the letter, but all in vain. A short time after my purchase I received a letter from the manufacturer in which he asked about the results I had obtained. He enclosed a lengthy questionnaire which I filled out and returned. A few days ago I received revised instructions which cleared up several points I did not understand in the first directions.

But I still must admit my dumbness, for while everything else is clear I am told to use "a small quantity" of the product at a time. Now, my idea of a small quantity may be entirely different from that of the manufacturer. He may have in mind enough to cover a thumbnail, and I may think a half teaspoonful a "small quantity."

Last spring a fertilizer manufacturer ran what I consider an excellent advertising campaign. At any rate it sold me and I ordered a quantity. It so happens that, in my family, my wife is the gardener, and she made the application. The next morning she found that some of her plants had been damaged, and assumed that it was from the fertilizer which had gotten on the leaves and stems. I asked her if she had read the directions thoroughly. She said she had read a folder which accompanied the package, but in the folder it did not say anything about the product damaging leaves and stems. It did say to soak the garden or lawn thoroughly with the hose after applying the fertilizer but did not

say why that should be done. Evidently the advertiser assumed that one would know it was for the purpose of washing the fertilizer off the leaves, stems and blades of grass. I asked her if the package itself carried any warning. She replied that the bag was so dirty she didn't read anything on it, that she didn't want to handle it any more than she had to. Upon examination I found a notice near the top of the bag to be sure and wash the fertilizer off the leaves, stems and blades or they would be damaged. However, the warning was not prominently displayed and was printed in type too small to be readily noticed.

About a year ago I bought a new car and received with it one of the most complete instruction books I have ever seen, but there was one weak spot. It so happens that this car is a little tricky to start until one gets accustomed to it, but there wasn't a word of directions as to the best method of starting in average weather. However, there *were* instructions for starting in extremely cold weather, but I never followed them with success. I discovered a method of my own that has proved highly satisfactory.

"Use Sparingly"

Speaking of cars, the advertising of a polish manufacturer sold me on the idea that his was the only polish on the market. I sent for a sample. The directions said "use sparingly." I tried a couple of drops, with no results. I increased the quantity considerably, which resulted in a beautiful smear. "Use sparingly" would mean one thing to a spendthrift and quite another to a Scotchman. A similar case is a nickel polish made by one of our leading manufacturers of diversified products. The directions read "do not use too much." How much is "too much"?

Switching to the proprietary line we find one widely known and widely used product with no directions whatever on the bottle. A booklet is inserted in each package, but when thrown away, which usually happens, *your* guess is as good

as anyone's as to how the product should be used in various cases. In the same field is a mouth wash which tells you to use a small quantity added to the water when brushing the teeth. How much is a "small quantity" and since when have we been brushing our teeth with water? For a gargle you are told to dilute the mouth wash with one to three parts of water. The one to three parts of water is O.K., but how much of the mouth wash?

So much for the negative side.

Among the constructive examples of clarity, concreteness and completeness in instructing the public how to obtain the best results from their products is the Corn Products Refining Company's cook book by Ida Bailey Allen. The minutest detail of every step in the use of Corn Products items is made clear beyond the possibility of misunderstanding.

The makers of Clorox are also painstaking in their instructions, anticipating every question and making their instructions so clear that the dumbest Ubangi native couldn't go wrong.

Jell-O is another product which may attribute considerable of its success to the fact that no stone is left unturned to give the housewife a perfect mental picture of every move toward success with this particular product.

But perhaps the problem has best been solved by the Tricolator Company in their directions for making drip coffee. They clearly and in detail illustrate each step so that even a moron could not go wrong, and further explain each illustration with an interesting and instructive jingle. These are the most fool-proof and most nearly perfect directions that I have ever seen.

The success or failure of the consumer to obtain satisfactory results with a given product depends entirely on the viewpoint. If the manufacturer can see his product and its application from the standpoint of the consumer, and if he will have a full appreciation of the "other fellow's" position, he is not liable to go far wrong in

having his instructions thoroughly understood. Let him put himself in the ultimate consumer's position with regard to his product. Let him select the merchandise with the use of which he is entirely unfamiliar and for which inadequate directions are given by the maker. He will then fully appreciate the position in which his customer finds himself in his efforts to obtain the best results with his product.

Most of the difficulty in interpreting directions seems to be in the understanding of quantities and proportions. Therefore it would seem that the safest rule to follow would be to indicate quantities and proportion by means of utensils and objects in common use.

Then there is the problem whether to put directions on the package or on an accompanying leaflet or folder. In the majority of cases the method of placing condensed directions on the package with detailed directions on an accompanying printed form seems to be the most common practice, but the weakness of this lies in the fact that most leaflets, folders, booklets, etc. with accompanying packages are soon discarded.

This would make it appear that full directions should be placed on the package itself, and yet there are cases where that procedure is impractical for obvious reasons. But whatever method is followed, instructions cannot be too clear, concise, and concrete from the consumer's *as well as* the manufacturer's standpoint.

E. D. Button Heads Finger Lakes Association

The Finger Lakes Association, tourist promotion group, has re-organized for 1931 with Ernest D. Button, of Ithaca, N. Y., as president. Twenty-six communities, it is reported, will contribute to an enlarged advertising appropriation for next year.

New Paper at Portsmouth, Ohio

The *Daily News* is the name of a new morning newspaper which is now being published daily at Portsmouth, Ohio. N. Glen Edwards and Loren Cunningham are the publishers.

When the Buyer Mentions Your Competitor

A Good Salesman Never Brings Up the Question of Competition But He Is Able to Answer It If the Buyer Mentions It

By Henry Roberts Davis

Vice-President, The Curlee Clothing Co.

THERE is a trite old saying which still holds true that competition is the life of trade. But if the battle for the buyer's business has built up great commercial houses, it constitutes the principal wear and tear on the nerve system of the salesman whose success depends upon his ability to meet it. He is the doughboy in the modern struggle of big business for trade, the combat unit that must get results, not in the command posts where theories are put into plans, but in the first lines where personal contact wins or loses the battle.

The salesman is interested primarily in selling his goods. That is his business. But to sell them, he must convince a customer who is also assailed by the sales talk of other salesmen. It takes a good salesman to sell, and he must have a good article behind which to put his salesmanship. That is the first requisite of sound business. It is not the salesman behind the goods—it is the goods he has to sell.

Right now I have in mind a merchant in Texas whom I called on with the Curlee line for a number of years before I was able to sell him. I couldn't sell him because of his being closely allied with another manufacturer by means of the concessions he was receiving, although I knew I had convinced him beyond a doubt that my merchandise was of greater value for the money and more suitable for his trade. It was only after several years of hard, conscientious work, stick-to-it-iveness, comparison of products and the extra service my company was able to give that I was able to win him over. Today he is one of our biggest accounts in the South.

It follows that if the essential equipment of good salesmanship is a good product, then the salesman

must be thoroughly acquainted with what he has to sell. In developing that acquaintance, he must not bury an ostrich head in the sands of his own house's production and emerge with only a thorough knowledge of his own goods. He must know the general trends of his trade and he must know his competitors' goods. It matters nothing that he has the best article in his market if he does not know why it is the best and can prove it to the man who must stock his counters and keep his own merchandise moving.

"How about So-and-So's Line?"

The salesman of his own volition will not discuss his competitor, but it is an inevitable part of the battle for business that he must meet the buyer's question as to that competition. What is the answer when the question is put to him? How about so-and-so's line? Every manufacturer knows the question will be asked. In his sales meetings he has impressed upon his men year after year that the issue must be brought up by the buyer and not by the salesman. But it will be brought up.

No salesman will fear to meet the issue if he is thoroughly sold on his own product; if he has a thorough knowledge of the industry as a whole; if he is well grounded in the merchandising policies of his own company and has studied his competitor, his goods and his methods. If the salesman is not so equipped to discuss the conditions with the buyer, he can only dodge the issue and ninety-nine times out of a hundred he will lose his sale.

The successful salesman is never a mere order-taker—he is the man who is prepared to show the merchant where there is the greatest

Consider this 1 classification

as directly reflecting the experienced judgment of a class of newspaper advertisers who are thoroughly familiar with the territory in which they distribute, and with the media which serve this territory, and whose apportionment of advertising lineage among these media is in direct proportion to their proved ability to produce sales.

DEPARTMENT STORE ADVERTISING In Seattle Newspapers

Net Paid Linage, 10 Months Ending October 31st:

THE SEATTLE TIMES (Home-owned) **2,274,041**

The Post-Intelligencer (Hearst) 614,009

The Seattle Star (Scripps) 987,616

NOTE: The Seattle Times has maintained its dominance as a medium for department store advertising for more than twenty years without a break.

NOTE: The Seattle Times leads its field in total net paid lineage, for the 10-month period, in the following classifications: total Local Display, National and Classified: Automobiles, Auto Accessories, Beverages, Department Stores, Men's Clothing, Women's Wear, Electrical Appliances, Financial, Food, Furniture, Hotels, Resorts, Insurance, Jewelry, Drug Stores, Medicines, Radio, Real Estate, Shoes.

THE SEATTLE TIMES

O'Mara & Ormsbee, Inc., National Representative
New York Detroit Chicago San Francisco Los Angeles

Average Age of Liberty

99% single copy sale—cash and carry circulation
—means that every copy is bought to be read.

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erty *Buyers* . . . 36 Years

IT is far easier to induce men and women to form different buying habits when they are young enough to put progress ahead of precedent—old enough to have the money to buy wanted merchandise. Dr. Daniel Starch found the average age of the buyers of Liberty Magazine to be 36 years.

In 1931 Liberty guarantees 2,500,000 average net paid circulation. No increase in rates. You can reach this young, alert Liberty market of six million readers* only through advertising placed in Liberty Magazine.

*Average number of readers per copy—2.4 persons
(Standards of Living. Report of a National Survey of
Liberty Readers, by Daniel Starch.)

Liberty
of Weekly for Everybody

220 E. 42nd Street, New York

Chicago: Tribune Tower

Detroit: General Motors Bldg.

Boston: 10 High Street

San Francisco: 820 Kohl Bldg.



*Bringers of Commercial Imagination
to American Business*

THE ADVERTISING FOR

NUCOA



is created and placed by

McMULLEN, STERLING and CHALFANT, Inc.

250 PARK AVENUE
NEW YORK CITY

possible value for him in the salesman's product, from the price, from the manufacturing, from the service given and from the production standpoint. He cannot do that if he has not at his finger tips a true comparison in price, merit and selling power, the issues on which the battle of merchandise is fought.

In my road experience of a quarter of a century, I found that by keeping in close touch with the development of my firm as to organization, I could show the merchant where that organization could help him in building up his own trade. By studying the merchandise and its quality I was prepared to stress our strong points. As a result, I seldom found trouble in setting forth the weakness of my competitor.

Today we train our salesmen not only in the quality of the goods they sell but in the detailed workings of the company. They are able to discuss with a merchant the direct course an order takes from the start of production until the finished product is displayed in his sales cases. They are ready to make suggestions to merchant customers, to furnish them with ideas for attractive displays and to convince them that quality, accessibility and retail salesmanship will give the buyer an adequate turnover in his own business. Goods and quality being equal, it is often the constructive ideas and suggestions a salesman can give that help materially in overcoming the barrier of competition.

Don't knock. The salesman will not last long who merely tries to cry down his competitor's goods. That is neither honest nor result obtaining. It is a practice that might win one sale and lose ninety-nine and that would be a costly single victory. But honest comparison of goods for sale is not only fair business practice, it is the only method of convincing the buyer who in his own trade must decide between your goods and others. That all comes back to the merit of the product. But the house that puts quality into its product is not afraid of competition.

The salesman of today is no hit-or-miss man with an order book. The day of the traveling man has passed and he has been superseded by the commercial ambassador. An ambassador is not only a diplomat but a well-informed man whose knowledge has been acquired by continuously maintained study of men, manners and methods.

In conclusion I might say that in order to meet the demands of the day, in order to be successful, a salesman must have a keen insight into modern methods of merchandising, both of his own company and his competitors. He must be fitted with a keen insight into human nature, well versed in the knowledge of his own goods and have more than a passing knowledge of his competitors. For, after all, the salesman is the real merchandise—the man who helps his customer do a more profitable business and when he has proved to the merchant the real value of his product by comparison in price, merit, selling power and service and has convinced the retailer that he is not crying down his competitor's product, he has met and conquered that all powerful monster—competition.

Japan Raw Silk Association Plans American Campaign

A campaign for promoting silk in the United States was approved at a general meeting of the Raw Silk Association of Japan, held recently at Tokio, Japan, according to a report received by Thomas B. Hill, president of the Silk Association of America, Inc., New York. The campaign will start in July, 1931, it is understood, and will continue for about five years.

Stephen Flynn Joins "Trunks & Leather Goods"

Stephen Flynn, formerly a member of the advertising sales staff of *Cosmopolitan*, New York, has joined the advertising sales staff of the Perry L. Smith Publishing Corporation, of that city, publisher of *Trunks & Leather Goods*.

Harry Marcus, Advertising Manager, Portland "Telegram"

Harry Marcus, at one time advertising manager of the *Portland Oregon Journal*, has been appointed advertising manager of the *Portland Telegram*.

Make Salesmen Out of Engineers —or Engineers Out of Salesmen?

How One Equipment Manufacturer Doubled His Sales Volume by
Employing Process Engineers Instead of "Salesmen"

By Louis H. Brendel

Advertising Manager, Neilan Co., Ltd.

FOR several years after the founding of our company we labored under the delusion that in order to sell our products we had to employ good "salesmen." By "our products" is meant a full line of high grade automatic regulating and control devices for the oil and gas industry, equipment that is highly technical and is specified and used by specialized engineers.

Common trade practice was, and still is largely, to utilize salesmen either with or without engineering training who have proved their ability as salesmen rather than as engineers. We followed the standard practice for several years and our sales showed a steady increase.

A little less than two years ago, however, the rapidly changing processes in the oil industry made it more and more difficult for our salesmen to talk the language of the advancing industry. Even those with a general technical education found it increasingly difficult to keep up with the swift changes in processes.

We made an estimate of the situation in order to decide just what to do. This disclosed that our product had made the remarkable growth in sales due to the fact it was built and perfected by engineers widely experienced in refinery and gasoline plant processes. Quite logically we arrived at the conclusion that if experience and knowledge was responsible for the quality of our product—then the same formula would be the answer to our sales problem.

A careful survey of the industry we are serving uncovered a number of bright young men who had had a few years of actual plant and plant design experience. They knew as much about the newer processes as the prospect himself! These engineers were secured in every

case without incurring the ill-will of their former employers. With this material we augmented our sales force and during the last year our sales volume has doubled.

It is interesting to note that none of these trained engineers had had any sales experience prior to joining our organization. Yet in volume they are far outdistancing some of our older so-called "star" salesmen.

Surely there is no mystery about this. Through these process engineers we are able to give the prospect or customer an added service. Our sales engineers take the responsibility of making the proper choice of equipment size, type and material off the buyer and sell him a result rather than a product. An analogy may be drawn between this type of sales representative and a doctor. Most people prefer to consult a physician rather than buy patent medicine, even though the M.D. might prescribe the same concoction. They like to feel that *their* case has been individually diagnosed and treated. Our technically minded prospects are no different—they want each plant symptom considered and the proper prescription written to give them regulation.

Easier to Make Salesmen Out of Engineers

We are finding it much easier to take process experts and make salesmen out of them than to hire qualified salesmen and attempt to convert them into process engineers. It has been a relatively easy task to obtain enthusiastic and ambitious refinery and plant engineers and school them in the mysteries of regulation. The result is that in many cases our sales engineers have been chosen with such care that they are better informed in the

prospect's own problems than is the latter himself.

Here is an example of the reactions to our new type of sales representatives. In the mid-continent territory we were fortunate in getting a man so well versed in advanced petroleum processes that the trade has nicknamed him "Professor." On one occasion he made a call in company with the regular old salesman who was not an engineer. The salesman brought in the report that the "Professor" would never be able to sell any equipment as he had talked for three hours with the chief engineer of a major oil company about a new German process for cracking crude oil—"and never mentioned regulating equipment once."

Naturally the trade has such confidence in this man that he does not have to sell equipment. He suggests the best way to control the contemplated plant with Neilan regulators and the prospect *buys them* in order to take advantage of the knowledge of this expert.

It should not be gathered from the foregoing that these sales engineers ignore the fundamentals of good selling. Each candidate is given a thorough instruction course in the how and why of our equipment and then turned loose to sell. While actually selling he is constantly drilled in the art of selling by weekly letters from the sales manager.

In starting up a new plant much of the success of the regulating equipment depends upon the operation of the rest of the plant equipment. With the older type of "salesmen" who understood only our controlling devices—many times an infinite number of other causes might prevent our regulators from functioning properly. If so, he was helpless as he did not understand enough about the operation of a plant to defend his own devices by being able to locate definitely the trouble somewhere else. Today our sales engineers trace through discrepancies in performance and are not obliged to shoulder the blame for countless other varying plant conditions. It is not uncommon for them to suggest ways of ironing

out difficulties that have no connection with our own equipment. Naturally whenever such a case occurs, the result is several engineers whose gratitude will be felt in future orders.

Since we stopped hiring salesmen, our sales have doubled during the last year. And strangely enough these sales engineers of ours seem to pay little or no attention to the so-called "depression." They have been, and are now, selling an increasing volume in spite of the certain amount of "moaning" about conditions that they must hear. Our regular salesmen, on the other hand, seem to be more temperamental and are influenced by market conditions.

It is our plan to start serving several other industries within the next few months. And we expect to get expert technical men from these industries and teach them salesmanship later. From our past experience we believe it will prove successful.

Wisconsin Publishers to Meet

The annual State convention of the Wisconsin Press Association will be held at Madison, Wis., from February 12 to 14. Provision is to be made for sectional meetings of each of the groups of the association during the convention. The national project of auditing circulation of weekly newspapers will be discussed at the convention and decision will be made whether or not Wisconsin will adopt the plan.

Los Angeles Agency Adds to Staff

Leo A. Steedle, formerly advertising manager of the Thompson Manufacturing Company, Los Angeles, has joined Boroughs-Landfield, Inc., Los Angeles advertising agency, as an account executive. Arthur Joseph and Helen Busey have also joined Boroughs-Landfield, Inc., in a similar capacity.

Pennzoil Appointments

Willard C. Gregory, formerly advertising manager, has been appointed manager of sales promotion of The Pennzoil Company, Los Angeles. Howard E. Bohannon has been appointed advertising manager.

Pabst Cheese Products to B. B. D. & O.

The advertising of Pabst-ett and other cheese products of the Pabst Corporation, Milwaukee, Wis., has been placed with Batten, Barton, Durstine & Osborn.

A. F. A. Program Seeks to Educate Business Executives

At Luncheon Tendered to Walter A. Strong, Invitation Is Extended to Hold Next Convention at New York

TWO developments of interest to those active in the work of organized advertising took place at New York last week on the occasion of a luncheon tendered to Walter A. Strong, chairman of the board of the American Federation of Advertising. The luncheon, which was presided over by Gilbert T. Hodges, president of the Federation, was attended by about 125 executives, representative of advertising in its various fields of operation.

One important bit of news concerned the invitation of Mayor Walker, who asked the Federation to hold its 1931 convention at New York.

The invitation was presented by Grover Whalen and has been taken under advisement by the board of directors.

Mr. Strong, who was introduced by Will H. Hays, made the occasion an opportunity to set forth the program of the Federation as its work has been designed to meet the needs of advertising. He declared it necessary to educate the public to the truth about advertising.

"We have talked a great deal about advertising in the way of propaganda, to use a bad word," he said. "We have talked about the enormous volume of advertising—\$2,000,000,000. It seems to me that we have talked too much about it. It is frightening the public."

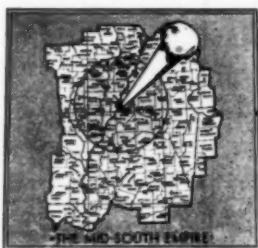
This fright, as was made clear by Mr. Strong, is the result of telling half or less of the whole story. The public hears about how much is spent for advertising but it is not as fully informed on what this advertising expenditure has accomplished. It is not educated to the economic functioning of advertising. This is the gap which it is the purpose of the Federation to fill so that there will be understanding. To accomplish this pur-

pose, Mr. Strong explained, the Federation has sought the re-enlistment of the leaders in advertising in Federation work.

"The program which we have developed," said Mr. Strong, "is only in its beginning and, as is the case with most programs of that kind, cannot be fully successful until it gets behind it the momentum of many and repeated experiences. We are proposing that in addition to meeting and reaching business executives, we are going to follow through to the public, which has, after all, the only fundamental interest in the results of advertising.

"We cannot betray that trust. You, gentlemen, who perhaps can see as well as I, the tendencies in politics, the tendencies in business, the factor of fear, the compulsion of our business leaders very largely as distinguished from our political leaders in rebuilding, not the prosperity of this country, but its stability, I ask you to accept what I have said sincerely and without any idealistic interpretation beyond the fact that this compulsion is upon us and probably very largely, more largely upon the audience which I face today, than any other single group joined with the groups in the great business centers in this country. We are reaching those people sincerely and honestly, and in terms which they can understand.

"I close with this appeal to you," Mr. Strong concluded, "not particularly as advertising men, nor as individuals grouped in interest which immediately surrounds your lives, but as citizens in a situation which commands your attention from almost any point of view, that we co-ordinate the resources of the advertising business in the Federation and that we give it a chance to demonstrate the effectiveness of the program which seems to me to be sound."



Get more

than "City Limit" Coverage
in Memphis

Memphis as the metropolis of the Mid-South Empire is actually the capital of a vast and surprisingly rich territory. For years she has drawn business from hundreds of towns, communities and plantations in Arkansas, Mississippi, Tennessee and Alabama. Today, good roads bring an even greater and constantly growing trade.

The Appeal Papers cover Memphis like a blanket—with a complete—and the only coverage obtainable of the Mid-South Empire, that fertile and widely diversified territory bordering the mighty Mississippi.

Put a peg in Memphis on your 1931 market map and let the Appeal Papers give you more than "city limit" coverage.

Memphis

APPEAL PAPERS

THE COMMERCIAL APPEAL
MEMPHIS EVENING APPEAL

Insurance Advertising Conference Executives Meet

Toronto, Canada, has been selected as the 1931 convention city of the Insurance Advertising Conference, following a meeting of the executive committee of that organization which was held in New York this month. Dates for the convention will be October 4, 5, 6 and 7. This selection, according to Chauncey S. S. Miller, of the North British & Mercantile Insurance Company, Ltd., president of the Conference, will enable members to avail themselves of the fare and one-half rate in transportation in connection with the Direct Mail Advertising Association, which meets at Buffalo, N. Y., October 7, 8, and 9, 1931.

The committee also considered the three resolutions submitted to the Insurance Advertising Conference at its Milwaukee convention in October as follows: In regard to the resolution asking publishers of trade publications to provide circulation statements, the committee reiterated the conference's belief that such a request is justified and announced that it would be in readiness for the 1931 convention. A sub-committee was appointed to communicate with the president and secretary of the State insurance commissioners convention in an effort to have these officials consider the problem of duplication of old company names by newly organized insurance groups. This action follows a resolution on this problem submitted at the Milwaukee convention. Another sub-committee was appointed to emphasize the use of the "Safety" thought in advertising.

A. G. Bean Heads White Motor

Ashton G. Bean, formerly president of The Bishop & Babcock Manufacturing Company, Cleveland, has been elected president of the White Motor Company, of that city. He succeeds Robert W. Woodruff, president of the Coca-Cola Company, Atlanta, who served as president and chairman of the board of the White company. Mr. Woodruff will continue as chairman of the board.

Mr. Bean and W. T. White, president of The Cleveland Tractor Company, have been elected directors of the White Motor Company.

To Represent "The Auto Truck Food Distributor"

The Auto Truck Food Distributor, Chicago, has appointed Radley & Bowman, publishers' representatives, New York, as its Eastern representatives. George M. Bissell, Los Angeles, has been appointed Pacific Coast representative.

Gray, Ketterer & Hansen Add to Staff

Marion Jackson, Fred D. Hendrick and Orville Lewis have been added to the sales staff of Gray, Ketterer & Hansen, Inc., Detroit, photo-engraving.

New Accounts to Burton- Nelson

The Edmond Dewan Company, New York, linen importer, has appointed the Burton-Nelson Company, Inc., advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

This agency also obtained the account of The Starex Novelty Company, New York. Magazines and direct mail will be used.

J. M. Perkins & Company, New York, have appointed Burton-Nelson to direct the advertising of their shoe fabrics.

Now Casmir & Laird, Inc.

Casmir, Laird & Company, New York advertising agency, has changed its name to Casmir & Laird, Inc. Officers and principals remain unchanged. Russell Bacon has joined the agency as art director. Ruth Businger and Betty Dwyer have been added to the staff as account representatives and copy writers and D. C. Casmir and Edmund Ireland have joined the staff as account representatives.

H. C. Daniels with Haass Lithograph

On the completion of its present contracts, Kreamer-Daniels, Inc., New York, will be dissolved. H. C. Daniels will continue at the present Kreamer-Daniels offices at 274 Madison Avenue where he will be sales manager of a downtown office for the Haass Lithograph Company, Inc.

Bank Account for Allentown Agency

The Merchants-Citizens National Bank and Trust Company, Allentown, Pa., has placed its advertising account with Shankweiler-Mickley, Inc., advertising agency of that city.

Appoints Ketchum, MacLeod & Grove

The Jones & Laughlin Steel Corporation, Pittsburgh, has appointed Ketchum, MacLeod & Grove, Inc., advertising agency of that city, to direct its advertising account.

Will Be "Electrical Installation"

The Electrical Installation Record, New York, will change its name to Electrical Installation, effective January 1.

Appoints Boston Agency

S. K. Ames, Inc., Boston, operator of chain stores throughout New England, has appointed Ingalls-Advertising, of that city, to direct its advertising account, effective January 1.

Why Advertising Should Be Continuous

(Continued from page 8)

standardized in demand that we were safe in increasing our advertising appropriation and our sales effort. The advertising expenditure was increased approximately 10 per cent with very gratifying results.

L. J. Gumpert, director of sales, B. T. Babbitt, Inc.—Advertising, continuous and adequate, to the individuals who make up the market is a present-day essential, more important than any quota system in building net profits.

E. N. Hurley, Jr., president, Hurley Machine Company—To my way of thinking, a company, especially one which over a period of years has already made a large investment in advertising, has no more right to use rubber-band tactics with its advertising budget than with, say, its heating bill. A certain amount of fuel is needed to keep a plant at the proper temperature for work. Reducing that amount just because your men seem to be slowing up a bit will not ordinarily be considered a masterful solution, unless done on the old assumption that the men will work faster to keep warm.

D. W. Landon, general sales manager, The Scholl Manufacturing Company, Inc.—There must be no break in the consistent presentation we make to the consumer, as we have found by experience that continuity in effort is the only way to get the full cumulative benefit of money invested in space. The idea that advertising should lag during the so-called off-season finds no response with us.

Cyrus H. K. Curtis, president, The Curtis Publishing Company—I said years ago and have repeated it at intervals since, that when depression threatens, you want to run as fast as you can to stay where you are, for in the long run you are in a better position to recuperate extra expense and at an advantage over your competitors. The average business man who ad-

vertises, as a rule begins to retrench at the first sign of depression. The result is that so many do it that they make matters worse and they forget this quotation, "There is that scattereth, and yet increaseth and there is that withholdeth more than is meet, but it tendeth to poverty."

General W. W. Atterbury, president, The Pennsylvania Railroad—We have looked upon our advertising appropriation as an investment and we are so well satisfied with its returns that I regard it as a continuing part of our public policy.

Roger W. Babson—Persistence is the very heartbeat of successful advertising. Statistics show an astounding turnover of customers. Advertisers realize that new customers are now coming into the market at the rate of about 6,000 a day. A message may be an old story to you, but every twenty-four hours there is a fresh group of 6,000 people who never even heard of you before. This is one reason why advertising should be continuous.

S. E. Judd, general sales manager, Life Savers, Inc.—The only way to increase business for the jobber, retailer and manufacturer is to keep our message constantly in front of the most vital parts in a merchandising scheme—the ultimate consumer.

Thomas H. Blodgett, president, American Chiclé Company—In times of business stress, what would be the effect on an industry such as ours if advertising appropriations were subjected to curtailment? We would remind our customers less often to buy and they probably would, in turn, buy less often. Consequently, we would have still less money from sales with which to advertise—that is, unless we provided an additional fund to meet the exigency. This emergency fund would have to come from a requisition on profits or, perhaps, borrowed money—again unless we have provided for just such a contingency by having available a reserve fund which had been created in more prosperous times.

Leroy D. Peavey, president,

GOOD COPY

It is built on be-
lief and faith.

It is more effec-
tive when it is
printed in a pub-
lication which
radiates courage.



**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

Babson's Reports—In a time of reaction and readjustment, advertising space—like good stocks—passes, as we say, "from weak hands into strong hands." In other words, timid and impecunious advertisers abandon the field to advertisers who have the financial foresight and business wisdom, thus to promote sales when sales promotion is most needed.

Colby M. Chester, Jr., president, General Foods Corporation—Ninety-five per cent of our business is due to advertising—to the effect of our advertising today and to the cumulative effect of the advertising of our companies over periods of years.

Ralph F. Rogan, secretary, Procter & Gamble Company—Procter & Gamble manufactures a staple line of necessities and its business has always progressed steadily and satisfactorily even during times of depressed commodity markets. We see no reason why the coming months should prove an exception to this experience and will continue to push our sales, advertising and merchandising plans aggressively.

James D. Tew, president, The B. F. Goodrich Rubber Company—Let an industry that has advertised extensively reduce its advertising or cease to advertise and its volume starts on the down grade. It has been said that the buying public becomes suspicious when a commercial institution that has been prominent in advertising ceases to keep the public informed of the quality of its goods. This may or may not be true, but there is no disputing the fact that more than one business has found that it cannot abandon advertising and survive.

William Wrigley, Jr., chairman, Wm. Wrigley, Jr., Company—It is true enough that millions and millions of people buy and like my gum, and that advertising is not going to induce them to buy substantially more than they are buying now. When I started to advertise, the object was to get them to buy, and like, this gum; and I advertise now to keep them constantly reminded that they buy Wrigley's gum and that they like

it. If I should proceed with a lesser advertising program my sales would dwindle in proportion. If I should stop advertising entirely and depend upon the momentum that already has been created, the chances are I soon would be a very small factor in the gum business if not out of it entirely.

W. W. Galbreath, president of the Youngstown Pressed Steel Company—If your product has merit, if your policy is sound, if you will tell your story to your prospective customers, and if you will continue to tell it long enough, you are bound to succeed.

Herbert F. Johnson, president of S. C. Johnson & Son—A great business is morally obligated to keep its people steadily at work. It cannot do this desirable thing unless it can keep its sales on a reasonably even basis. The reason sales are not kept that way more than they are is that advertising too often follows the line of least resistance. If it were applied steadily on a prescribed pattern, over a sufficiently long period, and if sales efforts were used to overcome inertia at certain seasons, the situation would be vastly improved. Selling would be less jerky, production naturally would proceed in the same way, and more men would have jobs all the year.

P. M. Boggs, vice-president, Canada Dry Ginger Ale, Inc.—If you want to sell the year round, you must advertise the year round. It takes more courage, in my opinion, to pursue this policy than it does to make the decision that your business is going to be a year-round seller.

Main & Babcock Company, New Printing Firm

Donald E. Main and William O. Babcock, both formerly with the sales staff of the Walton & Spencer Company, Chicago, have established the Main & Babcock Company to conduct a general printing and lithographing business at that city.

Made Publisher, Augusta, Ga., "Chronicle"

Lovelace Eve, for ten years publisher of the Americus, Ga., *Times-Recorder*, has been made publisher of the Augusta, Ga., *Chronicle*.

"KEEPING
EVERLASTINGLY AT IT
BRINGS SUCCESS."

★

"PUNCH" has proved it in "Printers' Ink"

"London 'PUNCH' began advertising in these pages in May, 1915. Since that time the advertising has appeared every other week, in season and out of season, with no break in its schedule. 'PUNCH'—a foreign publication—has set an example for belief in advertising that is equalled by only fifteen 'PRINTERS' INK' advertisers in this country whose records since 1915 show unbroken regularity.

In the stress of war such as this country never knew, 'PUNCH'S' advertising failed not. Throughout a period of post-war depression such as we have not experienced, the advertising did not falter.

Perhaps it is a fortunate coincidence—perhaps it is a result, in part, of this advertising continuity—but in either event the fact remains that in this Year of Grace, advertising in 'PUNCH' in the first nine months showed an increase of 106 pages over last."

(Extract from "Printers' Ink," dated October 16th, 1930.)

—you
can prove it in
"PUNCH"

MARION JEAN LYON
Advertisement Manager, "PUNCH,"
10 Boulevard Street, London, E.C.4, Eng.

Mac Wilkins & Cole, New Business at Portland

Mac M. Wilkins and Arlyn E. Cole will open their own advertising business at Portland, Oreg., on January 1. The new business, to be known as Mac Wilkins & Cole, will have its headquarters at 19th and Raleigh Streets. Mr. Wilkins was formerly vice-president of Gerber & Crossley, Inc., Portland, and at one time was advertising manager of Closset & Devers, also of that city, manufacturer of Golden West coffee and tea. Mr. Cole was formerly production manager of the Gerber & Crossley agency.

The Closset & Devers company has appointed Mac Wilkins & Cole to direct its advertising account.

To Become Minerva Wax Paper Company

The Coated Paper Products Company, Minerva, Ohio, will change its name to the Minerva Wax Paper Company, effective December 31. The change is one of name only and is being made in order that the company name will better conform with that of its manufactured product.

Death of D. N. Mosessohn

David N. Mosessohn, editor of the *Jewish Tribune*, New York, and chairman of the Associated Dress Industries of America, died last week at New York. He was forty-seven years old. He is survived by his brother, Moses Dayyan, publisher of the *Jewish Tribune*.

Chicago "Times" Appoints W. A. Bermingham

Walter A. Bermingham, recently automobile editor of the *Chicago Evening Post*, has been appointed manager of the automobile department of the *Chicago Daily Illustrated Times*.

B. D. Butler Buys "Illinois Farmer"

Burridge D. Butler, publisher of the *Prairie Farmer*, Chicago, has purchased the *Illinois Farmer*, also of that city. Publication of the *Illinois Farmer* will cease.

Appoints Cramer-Krasselt

The Milwaukee Gas Specialty Company, Milwaukee, manufacturer of accessories for gas appliances, has appointed the Cramer-Krasselt Company, advertising agency of that city, to direct its advertising account.

Clarion Radio to McJunkin

The Transformer Corporation of America, Chicago, manufacturer of Clarion radio receivers, has placed its advertising account with the McJunkin Advertising Company of that city.

New Accounts to Blaker Agency

The Tompkins-Kiel Marble Company and the Federal Seaboard Terra Cotta Corporation, both of New York, and the William H. Lutton Company, Inc., Jersey City, N. J., greenhouses, have appointed the Blaker Advertising Agency, Inc., New York, to direct their advertising accounts. These appointments are effective January 1.

Death of T. L. Nicholson

Thomas Laurence Nicholson, for a number of years active in the advertising agency business at Chicago, died suddenly at that city last week. For the last year and a half he was director of the broadcast advertising division of Critchfield & Company. He had also been with the Price-Hannah Company, now John F. Price & Company. Mr. Nicholson was 34 years old.

Organize Midwest Newspapers, Inc.

Earl J. Winter, of Winter & Winter, Cincinnati, is president of a newly formed company, known as Midwest Newspapers, Inc., of that city. According to Mr. Winter, this organization has purchased the *Loveland*, Ohio, *Herald* and has taken options on several other weekly newspapers.

O. J. Vogl Joins Roger Williams Company

Oscar James Vogl, formerly general sales manager and merchandising counselor of the Joseph & Feiss Company, Cleveland, has joined The Roger Williams Company, of that city, direct-mail advertising, as vice-president. He will be in charge of merchandising and sales promotion.

D. Minard Shaw Leaves Martin-Pilling-Shaw

D. Minard Shaw has resigned as president of Martin-Pilling-Shaw, Inc., Philadelphia advertising agency. A. L. Martin is now president; B. Franklin Theobald, vice-president, and J. Ross Pilling, treasurer.

Shoe Account to Hazard

The Stone Shoe Company, New York, designer and manufacturer of boudoir slippers and pajama sandals, has appointed the Hazard Advertising Corporation, of that city, to direct its advertising account.

Appoints Muller Agency

The Jacob Greenberg Clothing Company, New York, young men's clothing, has appointed J. P. Muller & Company, advertising agency of that city, to direct its advertising account.

The new battle of the brands

BUSINESS has been talking a lot about the "BATTLE OF THE BRANDS." Because it has been focussing its eyes on the jobber's label it has overlooked a much more menacing type of label which a number of far-sighted executives believe will be in the future the heaviest competitor of the advertised brand.

"The new battle looming up beyond the horizon is not advertised manufacturers' brands against private labels. The battle will be manufacturers' advertised brands against distributors' advertised brands. It is not a far-fetched vision to picture the brands of gigantic retail systems supported by the same kind of copy, layout and artwork used in the past only by manufacturers."

The above is a paragraph taken from an article by Lewis C. Shave, president, Nation Wide Stores Company, a large New England voluntary chain. The title of the article is "WILL CHAIN ADVERTISING FIGHT NATIONAL BRANDS?" It will be found in January PRINTERS' INK MONTHLY.

To manufacturers we recommend this article because it shows where their new competition is coming from. To advertising agencies we recommend it because it shows where they are going to get their new clients.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York City

DEAR GIL:

Here is one of the "Good night" advertisements that we've been writing for the Book Cadillac Hotel in Detroit. "They" say that this is the one that won an honorable mention in Mr. Hunt's "Advertising Parade." Maybe so.



At any rate, Gil, after you've read it, I want you to remember that you could have advertising like this for your hotel or ships or railroads or airplanes, if you have some ships or hotels or airplanes or railroads, if you like it and if you'd ask! . . . "Good morning, Lady, we are glad you came. You promised for many moons that someday you'd find the meaning of 'softest, sleepest beds in all the world.' Now, you're here. We're glad. Last night, when you first glimpsed your room, with both bed lamps lighted, with straying night winds singing outside, with the warm, fluffy bed covers on both beds turned back, were you pleased? When you stayed awake a little after he had gone to sleep, was it to worry a little over the marking of the milk ticket back home or did you stay to breathe an extra special prayer for the youngsters? Now we've awakened you for it's breakfast time. Tell us what you want. Grapefruit, sweet and sour, delicious? Hot, butter-melting, crusty yellow waffles? Maple syrup that pours and tastes like old gold? Coffee? Toast? Lady, dear, for a smile from you (and from him) we'd tumble a mountain down."

OREN ARBOGUST

• ADVERTISING •

30 N. MICHIGAN AVENUE, CHICAGO

Appoint Simmonds & Simmonds

The Industrial Unit Heater Association, a group of manufacturers of unit heaters in the United States, is planning an advertising campaign using class and business papers to familiarize the trade with a new standard code for rating unit heaters. Simmonds & Simmonds, Inc., Chicago advertising agency, has been appointed to handle the campaign.

The Wahl Clipper Corporation, Sterling, Ill., has also appointed Simmonds & Simmonds to direct the advertising of its new product, the Wahl Hand-E Hand message unit. This campaign will supplement Wahl's new campaign on its electric hair clippers, hair dryers and electric vibrators. Business papers and direct mail will be used.

Mill Supply Industry Plans Campaign

The Joint Merchandising Committee of the Mill Supply Business, a committee of representatives of several groups in the mill supply industry, has adopted plans for a three-year promotional campaign beginning in February. Advertising in a number of business publications, research and a speakers' bureau comprise the program, which aims first to determine and then disseminate the economic facts relative to industrial distribution.

The Reed G. Landis Company, Chicago advertising agency, has been appointed to direct the advertising account.

Joins Ahrens Publishing Company

Howard E. Taylor, a former secretary of the Society of Restaurateurs, has joined the staff of the Ahrens Publishing Company, New York. He will cooperate with the editorial staff in studying the relationship between buyers and sellers of foodstuffs in the institutional field.

R. E. Hayes with Frederick Stearns & Company

Ralph E. Hayes, formerly assistant general sales manager of the Lambert Pharmacal Company, has been appointed central division manager of Frederick Stearns & Company, Detroit, pharmaceuticals.

New Business at San Francisco

James de Pauli, formerly with Doremus & Company, has started his own advertising business at San Francisco with offices in the Chancery Building. He will specialize in financial advertising.

To Become "American Forests"

American Forests and Forest Life, Washington, D. C., will change its name to *American Forests*, effective with the January issue.

Bring back the lost customers

AN old customer regained is worth more than a new one gained," says Allyn B. McIntire, vice-president, Pepperell Manufacturing Company. He is one of the many executives quoted by Roy Dickinson in his article, "BRINGING BACK THE LOST CUSTOMER." You'll find the article in the January PRINTERS' INK MONTHLY.

Now is the time to discover whether so-called "bad business conditions" aren't in some cases just old-fashioned failings. One of the favorite failings has been the losing of good customers. Easy to lose. Hard to get back.

Mr. Dickinson discussed the subject of lost customers with a score of well-known manufacturers. From them he secured a number of ideas on how the old customer can be regained. He has put these ideas into his article which is the first article in the January MONTHLY.

If you are one of that growing group of executives who are showing a keen interest in the subject of lost customers you will enjoy Mr. Dickinson's article. It is one of those really helpful articles that our readers have come to expect from the MONTHLY.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Rowell

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NEW YORK, DECEMBER 25, 1930

Some Smoke But Perhaps Not Much Fire

In reply to an inquiry from a well known advertising agent, we are glad to state our position in regard to the charges which are being publicly and privately made against some of the branches of the Better Business Bureaus and some of their activities.

There can be no question that the Better Business Bureau movement as a whole in its nineteen years of life has accomplished a tremendous amount of good. Its existence has tended, to a very great degree, to reduce the amount of fraudulent and misleading advertising. It has acted as a restraining influence upon unscrupulous persons seeking to use the powerful economic force of advertising for dishonest ends. It has received, and will continue to receive, the financial and moral sup-

port of thousands of high-minded business men.

The friends of the Better Business Bureaus (among whom we are most certainly to be numbered) view with some apprehension the charges which are being brought against some of these Bureaus as to unwise management and unfair and improper activities. If such charges were brought only by crooks or racketeers, they could be ignored. But they appear to be coming in increasing numbers from business men of high standing. In fact, the criticisms are being multiplied to such an extent as to become almost a definite trend.

What is the best course for the friends of the Bureaus to pursue? Newspapers are public forums and cannot be blamed if they open their columns to some of the charges which are being so freely brought. Our own attitude is that of friendly sympathy and of suspended judgment until such time as the constituted authorities may render a decision upon the points at issue. We hope and believe that it is possible to correct from within any faults that may exist. Let those who have accepted positions on committees or as officials of the Bureaus exercise a careful and thorough supervision of their agents and employees, making sure that no grounds for scandal, for undeserved prosecution or for vindictive persecution can exist.

Some of the pressing questions now being raised and to be decided by such officials are:

1. Whether it is wise to continue the wide circulation of printed bulletins and to obtain in newspapers publicity as to investigations which may later turn out not to be quite so thorough as they should have been, thus resulting in harm to innocent parties.

2. Whether the Bureaus ought to return to their original function of investigators, pure and simple, by turning over to the district attorneys or other legally constituted bodies such evidence as they gather, for prosecution if a case has been made out.

3. Whether it is wise to allow the salaried agents and investigators to solicit cash contributions

from the business community at large, thus lending color to charges of being used for the private interests of those who furnish the funds, whenever such interests may be in conflict with non-contributors.

4. Whether it would be wise to return the management of the Bureaus to the Advertising Federation of America or other outstanding organized body so that the suspicion could be set at rest that the Bureaus are being conducted for the benefit of a small group and are being irresponsibly conducted.

5. Whether investigations ought to be confined to outright cases of fraud, or whether they may continue to touch upon border-line cases of trade terms, trade practice, etc., of such delicacy that, conceivably, only the highest courts of the land are in position to render a decision after the defence has been given the fullest opportunity for a hearing.

These are some of the outstanding questions to be decided by the sponsors of the Bureau movement. We sincerely hope that there will soon be a meeting of minds on these and other pressing problems. As for ourselves, while we hold definite views on these points, we do not presume to pre-judge the matter. No one person has the right to decide the future of the great Bureau movement, now existing in most of the important cities from coast to coast.

But there are numerous business men of the highest executive ability who have, from pure and unselfish motives, given liberally of their time and money to the advancement of the Truth-in-Advertising principle. We now look confidently to these gentlemen who occupy the position of responsibility to decide the policies of the Better Business Bureaus to the end that all charges and investigations by outsiders may speedily be put at rest.

Unchanging Human Nature This thing called merchandising is fascinating because it is so bewilderingly complex and absurdly

simple. At times it seems that all the wisdom of the ages could not solve the merchandising problem with which we are struggling; on other occasions we marvel at the kindergarten fundamentals that hold the key to the riddle.

Take the matter of retail store display: The general store—that merchandising nondescript that at one time epitomized retail distribution in this country—operated on the principle that people wanted to see and feel the product for which they were shopping. Therefore, the general store kept everything within easy reach of the customer; so much so that genuine skill was necessary in piloting one's way through the conglomerate maze of merchandise heaped in open display throughout the store.

Then came the early chain stores, which introduced not only restricted lines but also shelf display, as opposed to floor and counter display. The package era also claimed its page in the history of merchandising. In brief, everything combined to make the product itself invisible and untouchable. In some stores, the idea was carried to a point where nothing in the way of merchandise was visible.

But human nature does not change. Cave dwellers back in the stone age "hefted" stone hatchets before exchanging a domesticated dinosaur for that necessary implement. Today, we still like to pick up merchandise and feel it, operate it, smell it, perhaps even taste it.

And so modern merchandising is again swinging back to the idea of the open display. Following the example of Woolworth, which has always insisted that the open display plan is the only correct way to sell—in the variety field, at all events—both chains and independents in certain lines are studying modern applications of this old idea.

Drug Topics reports that forty-three of forty-four secretaries of pharmaceutical associations who were queried voted in favor of the open-display idea. Says this publication: "Druggists everywhere are giving serious consideration to

open display—the movement to place merchandise where it can be seen and handled by customers.”

The United Drug Company recently wrote its 10,000 Rexall agencies: “The public like to have merchandise not only where they can see it, but examine it. . . .”

Hardware stores never veered away from the open-display idea. Automobile accessories, however, are usually displayed on shelves or in back of glass counters. But this is changing. *Motor World Wholesale* says: “Display behind glass is fast becoming passé. The open display, attractively arranged on shelves, wall and ‘island’ counters, tables and cases, gives the merchant a better opportunity of presenting his wares to his customers.”

The open display idea and the package idea by no means represent conflicting forces. The two can be made to work hand in hand. There is no doubt, though, that the open-display movement must be taken into consideration by manufacturers whose merchandise comes in packages and a good merchandising resolution for 1931 would be: Let's see how we can make open display and the package join forces to build more sales this year.

Mergers on the Horizon

The head of a well-known food company tells us that within the last two months his organization has been approached by no less than six banking groups with tentative suggestions for mergers. From other sources we have heard rumblings of a possible revival of the wave of mergeritis that swept the country several years ago.

Reasoning superficially, we might think that the present is about as unfavorable a time for merger discussions as any period in recent financial history. Investors have lost large sums of money—plenty of it in the over-inflated stocks of merged companies. There doesn't seem to be a great deal of money lying about loose. Most of it apparently is in that gelid state known as “frozen assets.” People

who are investing are looking for bargains in old reliable securities.

Reasoning a little more deeply, however, we find that times are propitious for laying the foundations of future mergers. Business hasn't been so good and many executives of truly successful companies are to be pardoned dreams of happy pastures where there are no chill winds of reduced dividends, adamant bankers and falling sales quotas. Earnings are low and low earnings mean bargains because mergers are based on that magic formula of “ x times earnings.”

To be sure there is no great amount of ready money but even the most frigid of assets are bound to thaw under the pleasant sun of trade recovery. Why, then, not be ready and waiting with a hand-picked merger, all wrapped in a pretty bundle, when once more the well-stung but never too-stung investors begin to look for places to tie up their funds?

On the basis that no one knows better than a banker the value of the philosophy of “first come, first served,” we predict that as soon as business does show the expected signs of returning vitality, several large banking groups will be ready with their 1931 editions of Grade A, first water, 100 per cent perfect stock in merged combinations.

Death of Atlee F. Hunt

Atlee F. Hunt, head of the Oakland, Calif., advertising agency which bears his name, died recently at that city. The Atlee F. Hunt Company will continue under the general management of Lionel Boniface, who had been associated with Mr. Hunt in an executive capacity for many years.

Appoints Ralph M. Kaplan

Gabriella, Inc., New York, children's frocks, has appointed Ralph M. Kaplan, Advertising, New York, to direct its advertising account. Class magazines and direct mail are being used.

Appoints Bishopric-Wallace

The Hotel Gibson, Cincinnati, has appointed The Bishopric-Wallace Company, Inc., advertising agency of that city, to direct its advertising account.

Howard W. Canten and Robert T. Whitcraft have formed an advertising business at Marion, Ind., under the name of Canten & Whitcraft.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

MASS PRODUCTION
methods are foreign to the
idea on which this agency
operates. "*Not how much,
but how well*" is the only
rule we understand for
creative work.

This means growth that is
slow. But growth that is *sure*.
In that is seen the basic
soundness of the policy.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

W. E. Howe, Jr., Again Heads Magazine Club

At the annual meeting of the Magazine Club, a New York association of advertising directors and representatives of magazines, it was unanimously agreed that the club should continue under the administration of the officers whose terms were expiring. Officers re-elected are as follows: Wallis E. Howe, Jr., of *Atlantic Monthly*, president; Edward Ganta, of *College Humor*, first vice-president; G. R. Donaldson, *MacLean's Magazine*, second vice-president, and Fred W. Kroeck, *Household Magazine*, secretary-treasurer.

William H. Ferris, of *Country Home*, was elected a director to succeed Earle L. Townsend. Douglas Taylor, of *PRINTERS' INK*, was elected a director to succeed Elliott D. Odell.

The meeting was presided over by Mr. Ganta, in the absence of Mr. Howe who was kept away by illness.

Membership of the club was reported to be sixty-three active and ten associate members. D. Morris-Jones, as has become customary, presided over the distribution of Christmas gifts which were brought to the meeting by members.

* * *

Mexican Flag Presented to New York Club

A Mexican flag was presented to the Advertising Club of New York on December 19, by Senor Enrique D. Ruiz, Mexican Consul-General, who thus fulfilled a desire expressed on a previous visit to the club that the flag of Mexico might hang with the flags of other countries hung over the club's staircase. Dwight W. Morrow, United States Senator from New Jersey and former ambassador to Mexico, was present as a guest speaker. Charles Murphy, president of the club, presided at the meeting.

* * *

Rochester Club Holds Christmas Party for Sick Children

Five hundred and fifty members of the Rochester Ad Club attended the club's annual Christmas party held on Thursday evening, December 18. Heretofore the celebration had taken place at a noonday luncheon. Two hundred gifts were awarded to holders of lucky numbers. A collection taken for the sick children of Iola Sanitarium netted \$702.

An entertainment was also staged with E. R. Clark as the Christmas postman and W. Stanley Hawkins as Santa Claus.

* * *

Waterbury Club Disbands

Disbandment of the Waterbury, Conn., Advertising Club was agreed upon by members at a special meeting held on December 18. A suggestion, under consideration, recommended the establishment of an advertising bureau as a division of the Chamber of Commerce.

Key Advertising to Economic Attitude, Says Friendly

Newspaper advertising is salesmanship on paper and can succeed in selling a commodity, an idea or good-will according to the intrinsic merits of the copy and the character of the publication in which it appears, Edwin S. Friendly, business manager of the New York *Sun*, recently told members of the Association of Advertising Men, composed of the younger New York advertising men.

No responsible business organization, after carefully engaging a salesman, would discharge the salesman, Mr. Friendly pointed out, if he failed to make a sale after the first attempt. Yet some advertisers use a publication once and if the advertisement fails to show a traceable sale, this type of inexperienced advertiser makes a sweeping charge against the selling effectiveness of that advertising.

Mr. Friendly also pointed out the immense value of well-prepared copy and reasons why a newspaper space salesman, to be successful, should have an intelligent understanding of his client's product and business methods and thus be able to talk understandingly to him.

Thought should be given to the popular economic attitude of the general public at the time when the advertisement appears, he also added. Advertisers for most part, in his opinion, should not stress luxury and fine appointments in their advertisements when the country is struggling under a business depression; but rather the value, economy and the more practical side of their products.

* * *

Philadelphia Women's Club to Start New Course

The Philadelphia Club of Advertising Women will conduct its advertising class again this year, beginning January 5, at the Y.W.C.A. building in that city. The course will cover eighteen evening sessions with lectures given by women actively identified with advertising. The committee in charge includes Blanche E. Clair, The Holmes Press; Marie A. Creamer, assistant advertising manager, Stephen F. Whitman & Sons Company, and Frances M. Suarez, Philadelphia Quartz Works.

* * *

San Francisco Sales Managers Meet

The San Francisco Sales Managers' Association met recently at that city with F. L. Lipman, president of the Wells Fargo Bank & Union Trust Company, presiding. A number of questions pertaining to present business conditions and upon the outlook for 1931 were asked by Mr. Lipman who called upon members of the association to answer them. In his introductory talk Mr. Lipman said, "Our best guess for the future is to look to the past and see what it has done for us."

League of Advertising Women Meets

The December dinner-meeting of the League of Advertising Women of New York, held on December 16, was addressed by Marie Sellers, head of the educational department of the General Foods Corporation, who spoke on the subject, "How Does an Educational Department Co-operate in Advertising?" Summarizing the answer to this question, Miss Sellers explained that the sales department places the product on the grocery shelf, the advertising department tells the consumer where the product is, and the educational department co-operates in its work of telling her how to use it.

The function of the educational department of a food products company, according to the speaker, is to provide "merchandise insurance" to protect the manufacturer and the consumer. "By 'merchandise insurance,'" she said, "I mean protection for a product through that crucial and risky period starting the moment it leaves the direct control of the manufacturer, and ending only when flour has become cake, baking powder has been translated into biscuits, or chocolate turned into pudding on the family table."

According to Miss Sellers the educational department of the food manufacturer must educate the housewife in the use of a product to insure protection of the merchandise sold her during this period of risk.

"In order to bridge the gap between the package and the dinner table," she stated, "close co-operation is necessary between the advertising and educational departments."

* * *

Space Buying Should Be a Precise Performance

Elmer E. Bullis, space buyer of Lord & Thomas and Logan, Chicago, outlined the factors in the intelligent selection of advertising mediums at last week's meeting of the Chicago Financial Advertisers. Space buying is by no means a haphazard performance, he said, but one involving precise knowledge through use of all available resources. Of the many points which enter into consideration, he emphasized these as of most importance: (1) a thorough experience in dealing with all types of mediums on the part of the space buyer; (2) research; (3) results as based on past performance; and (4) use of up-to-date data and of information services.

* * *

Chicago Council Raises Charity Fund

The annual Christmas party of the Chicago Advertising Council netted approximately \$600 for the Off-the-Street Club, official Chicago advertising charity. The attendance, 781, was larger than any previous year and the benefit fund also reached a new high mark.

O. C. Harn was general chairman of the party. W. Frank McClure was entertainment chairman and John Wilson headed the donations committee.

Chicago Council Plans Newspaper Advertising Contest

Plans for a newspaper advertising competition, covering advertisements which appear in Chicago newspapers, have been completed by the Chicago Advertising Council. The advertisements must have been created and produced in Chicago, either by an advertiser or an advertising agency. Those appearing between April 30 of this year and April 30, 1931, are eligible.

There will be five awards, one each for entries deemed to be the best single advertisement, the best campaign, the best illustration, the best copy and the best layout and typography. The contest is the first of a series, subsequent ones being contemplated to cover each of the other types of advertising mediums.

Frederick P. Seymour, vice-president of Horder's, Inc., heads the committee in charge of arrangements. Other members are: J. M. C. Pease, Fred Shafer, Lorry Northrup, Fred Shafer, Paul Watkins, Alfred T. McCrary, W. P. Trefny, Leo J. Abrams, J. A. Harley and Howard A. Jones.

* * *

Copy Angle Must Often Be Created in the Product

Robert B. Davis, vice-president of the Charles Daniel Frey Company, spoke at a meeting of the Women's Advertising Club of Chicago last week on "The New Trend in Copy."

People are becoming skeptical and wary of adjectives, he said. Advertising copy today should often be preceded by consultation with the consumer and the product, insofar as possible, re-designed to meet whatever specifications are laid out. Then, he declared, the copy writer has a preliminary background upon which to build sincere selling copy that needs no superlatives.

* * *

Montreal Club Plans Exhibit

The Advertising Club of Montreal is sponsoring an Advertising Show to be held at the Mount Royal Hotel, January 13 to 15. Exhibits covering all fields of advertising will be included. The direct-mail exhibit of fifty outstanding direct-mail campaigns, first shown at the Milwaukee convention of the Direct Mail Advertising Association, and several mail campaigns of the Montreal Post Office, showing the services it renders advertisers, will be on display. R. J. Ambler is chairman of the committee in charge of the exhibit.

* * *

Elected Directors by Seattle Club

The Seattle Advertising Club has elected the following to its board of directors: Elmer N. Reed, advertising manager of the Carnation Company, of that city; R. C. Millspaugh, advertising manager, McDougall & Southwick; Edward N. Hicks, of the Pacific Telephone & Telegraph Company, and Donald Ashton, of the Great Northern Railroad.

The Little Schoolmaster's Classroom

THE Schoolmaster would be a little more than human if, at this season of the year, he did not feel the pedagogue's instinct to read to his pupils a yuletide story—Dickens' "A Christmas Carol," for example—or to hang a Christmas wreath in the Classroom window. Of course there are certain physical barriers to his observing the holiday in such unusual schoolroom fashion and besides, the Schoolmaster must remember that his pupils are ever eager to spend their time with him talking about advertising and its problems. He will therefore curb his instinct to the extent of confining himself to a brief description of a Christmas season advertisement that has come across his desk.

It is an advertisement about dogs. Like most advertisements, it has as its ultimate purpose the sale of a product, but it also contains an idea which, if followed, is going to make some poor members of the canine family spend a happier Christmas than they would, had not this advertisement appeared. As the Schoolmaster looks down at the illustration of the advertisement, he sees these dogs behind a wire netting, gazing rather wistfully up at him. "Make This a Kind Christmas," pleads the caption, "Give One of These Humane Society Dogs a Home!" The copy continues:

You can save one of these fine trusting eager little fellows from a sad ending—you can make him happy for life—by giving him as a Christmas gift to your boy or girl. A double gift—a good home for the dog, and for your child the pride and joy of ownership, and the loyalty and affection of a faithful four-footed friend.

Here is an easy way to bring into two lives Christmas happiness that will be enjoyed every day for years to come. Visit the Humane Society today so that you can select the kind of dog you want.

With each dog the Humane Society will give you for his Christmas dinner three full cans of Calo, with our compliments, so you can start

your new friend right in his new home.

The advertisement is signed by the California Animal Products Company, of Oakland, Calif., maker of foods for dogs and cats.

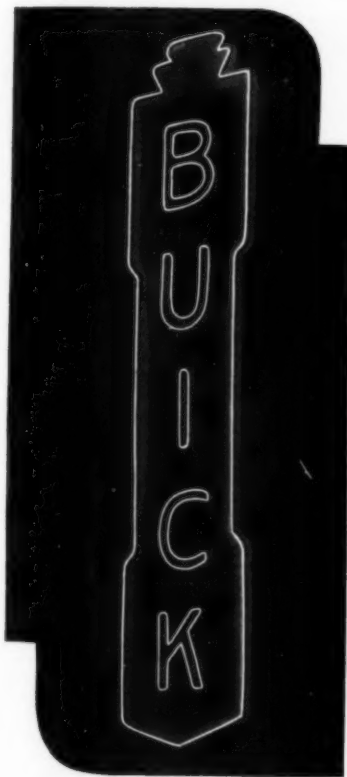
The Schoolmaster sincerely hopes that as a result of this advertising, many of these little fellows found happy homes and happy owners this Christmas.

* * *

Turning now from the Christmas aspect of the advertisement, the Schoolmaster becomes again the pedagogue, always eager to comment on the merchandising side-lights of things. Besides creating happy homes for these dogs, the Calo company, of course, is creating new users for its products and in this way insuring future happy Christmases for itself. In order to sell its dog foods, it must create, as it is doing by this advertising, a love of pets in many homes. This is an application of the sound merchandising idea of not only filling the needs of a market but creating new markets for a product.

This idea in the dog food field, which reminds the Schoolmaster of the successful plan of razor manufacturers in practically giving away razors in order to make future sales of blades, is also being used in the East by Spratt's Patent Ltd., of Newark N. J., manufacturer of Spratt's dog foods. Through the character of Uncle Don over the radio, this company offers a dog each week as a prize to the child who writes the best letter telling why he would like the dog and how he would take care of it. Those who send in letters are enrolled as members in good standing of Uncle Don's Spratt's Pet Club. In this way interest in dogs is being stimulated so that even those children who do not win a dog may ask their parents for one. By creating more homes with dogs as pets, the sale of dog foods is

So Consumers Can Locate Your Advertised Product



More colorful brilliance and greater dependability make Flexlume neon the favorite of national advertisers and dealers alike.

INCREASE the force of your magazine and newspaper advertising . . . make it easy for consumers to locate *the place to buy*.

Strengthen this vital link in your advertising-sales chain. Provide your dealers with Flexlume neon or other type electric displays designed, erected and serviced by Flexlume whose financial standing and nation-wide organization assure manufacturer-dealer satisfaction.

Let us tell you about our monthly service plan. Address FLEXLUME CORPORATION, 1075 Military Road, Buffalo, N. Y. Factories also in Toronto, Can., Atlanta, Ga., Kansas City, Mo. and Houston, Tex.



NEON TUBE
RAISED GLASS
LETTER . . . EXPOSED
LAMP or COMBINATIONS

SALES AND
SERVICE OFFICES
IN CHIEF CITIES OF
U. S. AND CANADA

naturally increased and Spratt's stands a good chance of reaping a fair share of this new business.

* * *

"When I made a summer trip to Canada," writes a member of the Class, "it never occurred to me that I would be looked upon as a prospect for the purchase of gifts at Christmas time. I've been back in the States now for more than six months, time enough to cause me to be surprised on receipt of a letter from a Montreal department store which makes a bid for my holiday patronage."

The department store is Henry Morgan & Co., Ltd., whose follow-up form letter was passed along to the Schoolmaster. The letter wins attention because of the reasonableness of its offer to perform further service. As a good example of customer follow-up, its purpose is best explained by quoting two of its four paragraphs:

Possibly you have friends or relatives in Montreal or other parts of Canada whom you would like to re-

member in a personal way at Christmas or New Year? And we can most certainly assist you in a practical and delightful way by sending them a remembrance at this time.

Our Gift Galleries contain a collection of useful and beautiful novelties—many are imported and enter Canada under low duties—so prices are advantageous. Then gifts purchased here, instead of being sent into Canada, are delivered to the recipient specially packed and without charges or delays such as may accrue through customs formalities.

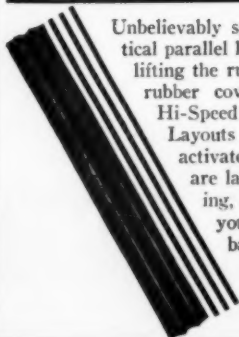
All a recipient of the letter has to do, he is told, is to enclose his greeting card and a check or a money order and his gift will arrive just at the right time.

"Here is a smart merchandising idea," concludes the Class member, "which I feel should be cited to the Class, Mr. Schoolmaster. If I had a friend in Canada on my Christmas list, I'd act on the Morgan store's suggestion, for it would be a pleasure to know that my gift would escape the pawing and red tape of custom inspection, of which I have had my share."

* * *

In Allahabad is published *The*

A New — Efficient Ruler For Ad-Crafters



Unbelievably speedy and helpful. Horizontal and vertical parallel lines—absolutely accurate—drawn without lifting the ruler from the paper. Twin steel rollers—rubber covered—ball bearing—whisk the Graffco Hi-Speed Ruler back and forth over the work. Layouts and dummies grow quickly under your activated pen or pencil. Tedious measurements are largely eliminated in cross-hatching—shading, etc. Get a Graffco Hi-Speed Ruler at your stationer's or write direct. Money back if not satisfied.

GEORGE B. GRAFF CO.
60 Washburn Ave., Cambridge, Mass.

We May Be Able To Solve YOUR Overhead Problems

WE are a large, strongly financed, National agency with absolutely first rate facilities for service and production in every phase of advertising.

We would be interested in taking over, on an equitable basis, the accounts and principals of a small agency whose volume of accounts is not large enough for the organization and establishment required to service them.

Or we should be equally interested to hear from an individual advertiser who might wish to reduce his advertising overhead and at the same time make full use of our service departments.

Naturally we can consider only the accounts of reputable and responsible businesses whose credit position is thoroughly sound.

All inquiries will, of course, be held in strictest confidence.

"T," Box 107, Printers' Ink

DEPARTMENT STORES

purchase an annual amount of equipment and supplies that invites intense cultivation of this market in the publication read intensely throughout these stores.

RETAILING

*The Fairchild Weekly of Modern
Methods of Distribution*

8 East 13th Street, New York

Industrial Advertising Salesman available

Experienced industrial advertising salesman will be available January 1st.

This man can offer a publisher . .

seven years' experience in the selling and planning of industrial advertising on well-known industrial publication.

Extensive acquaintance with important industrial accounts and their agencies.

A technical education with engineering degree. Experienced as a commercial engineer with large industrial concern before going into the advertising business.

Proven sales ability and excellent references from both publishers, sales managers and important advertising agency account executives.

This man can be reached by addressing "O," Box 105, Printers' Ink

Pioneer—"perhaps the best known English paper in India," according to the "Britannica." W. T. Day, the general manager of this famous daily, sends the Schoolmaster a proof sheet of fifteen advertisements that are appearing regularly among the classified advertisements, to help build confidence among readers and to instill the fear of God among any prospective dishonest, unethical or immoral advertisers.

Here is one of the series. Human nature is much the same the world over, is it not? The Old Adam in us is also in men on the banks of the Ganges and must be as vigorously searched out and curbed:

A SERIOUS SERIAL (Continued) A Tea Torment

It is wonderful how many do-you-a-good-turn-for-nothing wallahs try to get into advtg print.

Noteworthy among these is the fellow who this time last year tried to exploit Yule-tide feelings by sending us the following ad:

Tea direct from the Plantation.

Send your friends at Home this X'mas a 10 lb. chest of — blend at Re r-4 per lb. No extras. Small sample packet at six annas from.....

Just the type of ad. to succeed if inserted in the Pi.

Application was made direct for a sample.

It duly arrived, but the high quality was its own undoing.

Lacking faith, a private request was sent for a whole chest. The Tea was a tease and mainly dust..

See index letters where he should be and buy from "Pioneer" advertisers for the right stuff.

(More to follow)

* * *

The Schoolmaster has become pretty well anesthetized to the appeal of the bargain. In fact he would be quite distinctly shocked were he to pick up his morning newspaper some day and find no "savings up to 50 per cent" offered. in the advertisements.

However, a double-page spread in a recent issue of "On the Top," the dealer magazine of the Electrical Refrigeration Department of the General Electric Company, presented a new kind of bargain that caused the Schoolmaster to stop and read.

"Bargain Prices on Sales Promotional Material" read the head-

Profitless Prospects

NOW is the time when prospect lists are being combed, curried and cut down.

So much money is spent getting some advertising prospects signed up that it would take ten years of steady advertising before they paid a net profit.

Every publisher and every advertising agent is up against the same problem of profitless prospects that their customers, the advertisers face.

Not only has PRINTERS' INK covered this problem editorially for the benefit

of its subscribers, the country's largest advertisers, but it has performed an additional service.

It offers to publishers, advertising agents and all sellers of merchandise and services of interest to advertisers, a list of *real* prospects.

The PRINTERS' INK method of securing and holding subscribers insures an audience with the *ability* as well as the willingness to *buy*.

Complete proof that PRINTERS' INK offers *profitable prospects* is available on request.

PRINTERS' INK PUBLICATIONS

**National Representation
of
Desirable Character
Offered Publishers**

A firm of Special Representatives, established many years, with offices in New York and Chicago, and having a record of successful operation second to none, is in position to give honest, conscientious and active service to periodical publishers. All communications held in strict confidence.



**Address "N," Box 106
Printers' Ink**

**We Are Looking
For a Man**

whose experience in the selling of advertising space has been confined entirely to National accounts. He is preferably of a pioneering nature, not being satisfied with the ordinary trodden paths.

Given the market and the coverage in that market he can talk convincingly to the men who have final O.K. on schedules.

This is one of the toughest assignments in the field of advertising selling today. This job will therefore demand a man of courage and foresight, together with a keen sense of values and the presentation of those values to the proper parties.

No personal appointments will be made until after your letter has been received giving us your qualifications.

All letters will be treated with strictest confidence.

**Address "Q," Box 109
Printers' Ink**

line and it was followed by a paragraph of copy that said:

Here is a real opportunity to buy proven advertising and sales helps at unheard of prices. Simply because we want to clear our shelves by the first of the year we have made these drastic reductions from original prices. All of this material is of proven value. You have used much of it yourself already and know what it can do. There is but a limited supply of each of these items and you can bet they won't last long at these prices. Take advantage of this rare opportunity . . . act now . . . write today or it may be too late.

There is bargain nomenclature worthy of a department store copy writer, yet it is used to sell a group of dealer helps that are listed with prices. Incidentally, in telling about these dealer helps the company used such phrases as "world beater," "move rapidly at these prices," "startling low prices," etc.

A great many organizations that sell dealer helps to retailers write off regularly dead losses in material that they haven't moved. It would seem to be sound business practice to follow the General Electric scheme of holding a bargain sale in this type of material.

As the company points out, dealers have used these helps and know what they will do. There must be many retailers who are looking back somewhat wistfully at the fine results they achieved with a certain promotion campaign. Certainly these dealers will welcome the opportunity to renew this campaign, particularly at low cost.

* * *

In selling to its agents the type of copy that the home company uses, the Hartford Accident and Indemnity Company has said things which, according to the Schoolmaster's viewpoint, deserve far wider circulation. One of them recently, in the Aesop up-to-date manner, told about a donkey that soon lost its kick. It was one of the best arguments against stunt advertising that has come to the Schoolmaster's attention.

It concerns a young man who craved the attention of his village and through deep process of thought conceived the idea of painting a donkey and leading it

through the principal thoroughfares on the next market day. When he set about to convert his donkey, he made it a sports model of gay color, choosing an apple green for the body and a screaming red for the running gear. The donkey, apparently of an amiable disposition, accepted the paint job without protest and allowed itself to be led into the main highway.

The first day people jostled one another and windows were crowded with eager eyes to watch the green donkey with red legs. The second day equaled the first and even the nurses began to croon a song of the wonderful green donkey to their bairns. But by the third day the novelty was over. Everybody had lost his desire to see the donkey, even the police were fed up and the simpleton was ordered home with his show. "In a week," so it is said, "instead of being the talk of the town the simpleton was again a forgotten fool and his donkey just a braying ass."

The moral of the tale is as plain as the paint on the donkey. Advertising that depends upon an occasional stunt has no lasting quality. It is quickly seen and soon forgotten. But advertising based upon a straightforward presentation of facts with constantly fresh repetition gains attention and holds it. The agents are told that it is this sort of continuous, steady, straight-from-the-shoulder advertising that they have behind them.

The Schoolmaster hopes that some advertisers who mistake stunt advertising for cleverness will take the story to heart.

Buda Account to Fred T. Bangs Agency

The Buda Company, Harvey, Ill., manufacturer of gasoline and Diesel engines, railway supplies and other equipment, has placed its advertising account with Fred T. Bangs & Company, Chicago advertising agency.

WANTED Creative Man

A MAN between 25 and 35 years of age is offered an opportunity with a national manufacturer and advertiser of food products sold direct to grocers and not through the jobbing trade.

He should have experience in distribution through grocery stores. He must know how to work with an advertising agency and be able to create and follow through distribution programs.

He will supervise preparation of packages, point of purchase, displays, newspaper advertising, etc., but will not be a production man. He will act in the capacity of assistant advertising manager working entirely on one of the major divisions of our advertising. He must be a clear thinker and an able detail man. His salary will be over a hundred dollars a week.

Please tell us specifically what you have done—what you are doing and please include your telephone number and home address in your letter. Address "M," Box 104, Printers' Ink.

Net Paid Circulation now 23,145

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order, \$3.75.

PRINTERS' INK

TORONTO
HAMILTON
HALIFAX
MONTREAL
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

WINNIPEG
REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

A Successful Corporation consisting of prominent executives will consider an exclusive distribution of a high-class product in St. Louis and adjacent trade territory. Box 340, Printers' Ink.

Wanted—National Automotive magazine wants advertising representative for Chicago and Middle West. Must know automotive accounts and agencies; twenty-five dollars weekly and fifteen per cent. Box 326, Printers' Ink.

WANTED: PRESS WORK

Bargain circulars 17½x22½, News Print Broad-sides 22½x35, high-speed Duplex rotary press work—one or two colors and black, Job printing. Capacity of several million a week. Foster & McDonnell, 728 W. 65th St., Chicago, Illinois.

High Grade Monthly Publication or House Organ wanted by well equipped printing plant in central New York. 25 to 100 thousand edition, in 2 or 3 colors—requiring exceptional typography and presswork. Can handle art work, layout and engravings if advisable. Box 330, Printers' Ink.

FOR SALE

A complete set of bound volumes of Printers' Ink Weekly—Jan. 4, 1912 to June 26, 1930. Also bound volumes of Printers' Ink Monthly—July, 1926 to June, 1930. Good condition. For particulars, address J. A. Kappes, McCann-Erickson, Inc., 285 Madison Avenue, New York City. Ashland 9560.

EMPLOYMENT SERVICES

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Ave., New York City
Caledonia 2611

HELP WANTED

One of the Outstanding Silk Screen Houses in New York has an opening for a proven salesman, wonderful opportunity with complete support of a well-rounded organization. Give full details. New York City. Box 338, Printers' Ink.

TYPOGRAPHIC SALESMEN

We are willing to make suitable terms to the man who is doing \$40,000 business a year. Write fully. Box 329, P. I.

UNLIMITED EARNINGS for men with proved creative ability. Excellent art and photographic facilities. To sell a new and exclusive high grade Color Printing Process. Straight commission. Box 328, Printers' Ink.

Wanted—Experienced advertising salesman for afternoon daily in city of 25,000 in Missouri. State salary and qualifications. Box 331, P. I.

Wanted: A forceful, well-seasoned salesman who has specialized in **WINDOW DISPLAY ADVERTISING**. The right man can have an unusual opportunity with one of the largest companies in the field. A-1 proposition. No drawing account. New York City. Box 337, P. I.

SALESMEN, JUNIORS

with poise and character. Opportunity to become associated with National Organization; rapidly becoming leader in its field.

Call on management industrial plants and offices with patented labor-saver; permanent and positive repeat proposition. Opportunity to advance to Field Manager. Liberal commissions paid weekly, also bonus.

We solicit replies only from highest type hard-working young men who are looking to get somewhere in the business world.

State in confidence references, territory desired, when ready to start.

Markwell Corp., 200 Hudson St., N. Y.

POSITIONS WANTED

Editorial Assistant—Young woman, college graduate, agency and publishing experience, has been managing editor of a trade journal, is a hard worker, possessing intelligence, initiative and tact. Best of references. Box 334, P. I.

BOOKKEEPER—Expert, young woman of ability, dependability, initiative, long experience. Now employed, seeks position of responsibility and trust. Box 325, Printers' Ink.

YOUNG MAN with creative ability as figure artist—especially line—lettering and layout, wants position. Does flat color stuff, too. Samples on request. Box 327, Printers' Ink.

ARTIST—high-grade figure man with real creative ability, broad, versatile experience in publication and advertising—desires connection, free lance, contract or part time. Box 333, Printers' Ink.

ARTIST—good all-around figure, illustrations, layouts, lettering in modern and conservative manner—seeks position or secure free-lance connection. New York City preferred. Box 336, P. I.

Capable Young Woman—College graduate. Varied secretarial and advertising experience desires responsible position. Box 324, P. I.

ARTIST

Modern layouts and finishes. Wide experience. Moderate salary or free-lance basis. Box 335, P. I.

VISUALIZER—ART DIRECTOR

Experienced—Agency—Studio. Layouts—visuals—finishes. Expert letterer. Knows printing—engraving process. Employed as assistant Art Director. Is not in N. Y. Box 339, Printers' Ink.

TO WRITE

TECHNICAL ADVERTISING COPY

Due to reduction in advertising staff, there are several copy writers with long and varied experience on technical accounts, no longer needed. Because of their excellent service records, present employer is anxious to find suitable openings for them before releasing. They have good working knowledge of mechanical and technical subjects combined with exceptional advertising experience. Salary requirements range from about \$3,000 to \$5,000. Present employer, who is placing this advertisement, will be glad to furnish further details and arrange interview. Box 181, Equity Advertising Agency, 100 W. 42nd.

Young Woman—Five years with leading advertising agency. Experience creating, editing house-organ, catalogues. Capable handling correspondence, printing. Would be intelligent, dependable assistant advertising, sales manager. Secretarial training. Locate New York, Philadelphia, Boston. Box 332, Printers' Ink.

We have the OPPORTUNITY If you are the MAN

A moderate-sized agency, fully recognized, and with a very high standard of service, wants a man to develop new business. He must be self supporting—and know where to get the right kind of accounts. To such a man will be given an interest in the business and a permanent future. Some small agency might consider a merger for its greater profit and economy of operation.

Box "V," 252, Printers' Ink

Bound to Get the Most Out of Them

Copies of the **PRINTERS' INK PUBLICATIONS** when bound provide easy, orderly reference to sales and advertising problems.

Swift & Co. executives, for instance, have available in handy and convenient form a wealth of "invaluable material" to draw from, as their letter shows.

"We now have in our library **PRINTERS' INK MONTHLY** bound from January, 1923, to date and **PRINTERS' INK WEEKLY** bound from 1916 to date. We find this material invaluable."

Binders keep copies in neat chronological order and make an attractive addition to any desk or library. These binders are sold at cost. The **WEEKLY** binder, holding seven to nine copies, \$1.25 postpaid. **MONTHLY** binder, holding six copies, \$2.00.

Printers' Ink Publications
185 Madison Ave. - New York

Table of Contents

Why Advertising Should Be Continuous.....	3
Christmas Comes But Once a Year	
WESTON HILL, Copy Director, Dyer-Enzinger Co., Inc.....	10
Has Copy Improved in the Last Twenty Years?	
NORMAN LEWIS, Vice-President, Chappelow Advertising Co.....	17
Advertising and—The 1896 Banker—The 1931 Banker	
HOWARD W. DICKINSON.....	25
Bare Shelf Retailing—A Merchandising Folly	
GEO. SELLERS, President, G. I. Sellers & Sons Company.....	33
An Investment Company Advertises to Create a Market for Its Stock.....	41
Some Rules for Superimposing One Picture Over Another	
W. LIVINGSTON LARNED.....	44
Why One Department Store Head Thinks Cut Price Is Economic Necessity	
D. F. KELLY, President, The Fair, Chicago.....	57
Why Southern California's All-Year Club Increased Its Advertising	
DON THOMAS, Executive Secretary, All-Year Club of Southern California..	67
Angles on Space Buying	
C. C. PROVOST, Secretary-Treasurer, Cutajar & Provost, Inc.....	68
Manufacturer Must Pay for His Own Missionaries.....	72
Making Industrial Direct Mail More Effective	
L. T. MCGUIRE, Assistant Sales Manager, The Byers Machine Co.....	74
New Books on Advertising and Otherwise.....	76
Miniature Golf Forced Itself Upon This Advertiser	
R. W. CLARKE.....	82
What Groucho Says.....	84
Making Directions for Using Fool-Proof	
A. J. PALMER.....	89
When the Buyer Mentions Your Competitor	
HENRY ROBERTS DAVIS, Vice-President, The Curlee Clothing Co.....	92
Make Salesmen Out of Engineers—or Engineers Out of Salesmen!	
LOUIS H. BRENDEN, Advertising Manager, Neilan Co., Ltd.....	98
A. F. A. Program Seeks to Educate Business Executives.....	100
Editorials.....	110
Some Smoke But Perhaps Not Much Fire—Unchanging Human Nature	
—Mergers on the Horizon.	
The Little Schoolmaster's Classroom.....	116

Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

Typography, Too, Is Wielding The Broom . . .

At the frontier of this to-be-remembered year, advertising is wielding the Big Broom. It is flinging out the old and bringing in the new. It is drawing future strength from the knowledge of past weakness. Typography, also, must set for itself a re-created standard. The members of this association are wide-awake to the lessons of 1930 as well as to the urgencies of 1931.

ADVERTISING TYPOGRAPHERS OF AMERICA



National Headquarters — 461 Eighth Avenue, New York

TYPOGRAPHY THAT SETS UP AN IDEAL

BOSTON

The Berkeley Press
The Wood Clarke Press

BUFFALO

Axel E. Sahlin
Typographic Service

CHICAGO

Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner, Inc.
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.
DALLAS, TEXAS
Stellmacher & Clark, Inc.
2715 Elm Street

DENVER

The A. B. Hirschfeld Press

DETROIT

George Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies' Service Co.
Advertising-Craftsmen, Inc. (A-C)

Advertising Typographers, Inc.

The Advertype Co., Inc.

E. M. Diamant
Typographic Service
Frost Brothers

David Gildes & Co., Inc.
Heller-Edwards Typography, Inc.

Huxley House

Lee & Phillips, Inc.

Royal Typographers, Inc.

Supreme Ad Service

Tri-Arts Printing Corp.

Typographic Service Co.

of N. Y., Inc.

Kurt H. Volk, Inc.

Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.

Kurt H. Volk, Inc.

PITTSBURGH

Keystone Composition Co.

Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

\$

Profits

in 1931

will go to advertisers who meet conditions aggressively.



Greater profits will go to advertisers who go after them in the 2½ million family market of Tribune Town.

This rich market prefers one great medium—the Chicago Sunday Tribune.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

November Total Average Circulation in excess
of 815,000 Daily; 1,080,000 Sunday

1930

\$ \$